



## When It Comes to Law Firm Marketing, Bring the B-V-R (Benefits, Value, Results)

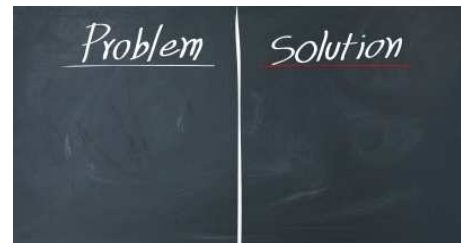
**By: Stephen Fairley**

When it comes to doing business with an attorney, prospects only care about 3 things:

The **Benefits** they receive because of your services

The **Value** they perceive a relationship with you will bring

The **Results** they achieve from your service



If you're an estate-planning attorney, don't sell estate plans. If you're a family law attorney, don't focus on the types of family law services your firm provides. If you're a defense attorney, don't focus on how many different types of crimes you can represent.

These are all features of your service. People don't buy features. They buy benefits.

They buy solutions not service, because they expect everyone to have great service.

They buy other people's experiences of your service.

They buy your credibility as presented by your marketing image.

They buy based on their emotions, but they want logical reasons to justify their decision.

And they buy guarantees and promises, so don't make them if you can't keep them.

Fundamentally, the reason why people or businesses seek out your law firm is because they have a problem and they are asking you, "Do you have a solution?"

In the past I've talked about the 15 percenters—the 15% of the population that always and only buys on price. Your job is to weed them out and focus on the other 85%. However, the other 85% will also buy on price—unless you give them a reason not to.

That's why your law firm marketing plan must focus on more than just the features of your product or service. You must make sure all your law firm marketing efforts answer the questions that prospective clients are asking, not just giving them a laundry list of everything you can do.

## Stop Wasting Precious Time and Money

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on "autopilot" – one that attracts new and lucrative clients while you focus on your practice. Learn how easy it can be to create an effective law firm marketing plan that performs by getting our **Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan.**

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

There are two versions: one for Attorneys in Solo Practice and one for Attorneys in a Small Firm. [Click here](#) to download, and start using these proven strategies today!



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Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 7,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC. He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 7 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago.



After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching *Today's Leadership Coaching, LLC*, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 7,000 attorneys from virtually every state in the country and almost every practice area.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), he enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information or to purchase one of Stephen's law firm marketing products click here. <http://www.therainmakerinstitute.com/>  
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