

[How to Build a Lifestyle Law Firm, Part 1 of 7](#)

by [Stephen Fairley](#)

"Stephen, I've heard you talk about a 'lifestyle law firm' in your seminars, but I'm not really sure what you mean by that, much less how I can have one."

I recently heard this from an attendee at one of our Rainmaker Retreat legal marketing intensives. **It's a valid question: what is a "lifestyle law firm"?** I define it as a law firm that supports the core values of who you are and allows you to live the life you want and build meaningful relationships with others versus the law firm that drives you, dictates your life, and ends up consuming your every waking moment.

If you know me or follow any of our legal marketing websites, our blogs, or social media posts, then you know that [The Rainmaker Institute](#) focuses on helping small law firms and solo practitioners create financially successful and personally satisfying law firms by focusing on lead generation, lead conversion, and client retention.

The whole premise is that when you develop a law firm that takes care of all your financial needs, it gives you freedom to enjoy your life and invest in the people and activities that are meaningful to you. This is something so few people have an opportunity to do!

Marketing and **business development** are only tools to help you achieve your personal and professional goals, but they are some of the most effective tools you can use to attract more and better referrals to your law firm, which leads to increased revenues.

So how does a busy attorney use marketing to build a business that allows him or her to **create a "lifestyle law firm?"** When it comes to your business development efforts, I believe you have four choices:

- **Do it yourself**
- **Delegate it**
- **Don't do it at all**





- **Done for you with outsourcing**

In tomorrow's post, I'll talk about the first option of handling your marketing on your own.

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FREE "Top 10 Mistakes Attorneys Make and How to Avoid Them" E-book

In a newly revised e-book, legal marketing expert Stephen Fairley outlines 10 of the most common marketing mistakes attorneys make that can lead to the failure of their business, and provides specific strategies and proven principles for avoiding these deadly errors.

To get your complimentary copy online, [click here](#).

Regardless of your specific situation, this free e-book will help you examine how you are currently finding new clients and recommend specific steps you can immediately start using to grow your practice.

We have helped thousands of attorneys achieve their goals of creating a financially successful and personally satisfying legal practice. In this e-book you will discover specific principles and tools you can use to grow your practice, too.



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 9,000 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 10 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.

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 33 countries. 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.

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