

Email Lists: Build Them and They Will Come

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<http://www.TheRainmakerInstitute.com>

Email marketing is a great way to keep current clients informed about your practice as well as a great way to introduce your legal services to prospects.



The first step in a successful email marketing campaign is to build a good list. Here are some tips on building an email list for marketing your practice:

Home Page Sign-up

Have an area on the home page of your website dedicated solely to enticing people to sign up for something. Having a regular newsletter to send is always a good idea, but you can also ask people to sign up for information on legal developments or offer a monthly free consultation. Whatever it is, it needs to be of value to your customers, not just to you.

Ask to Add

When you attend networking events, meetings or trade shows – wherever you are likely to meet potential new clients or are gathering business cards – ask those you meet if you can add them to your mailing list, to send them a newsletter or special offers.

Association Lists

If you are a member of any trade or community organizations, ask if you can have access to their membership list. Many offer membership lists to members for free; some are available for a fee.

Reciprocal plugs

Find other newsletters that you think your customers would enjoy and ask if they'll promote your newsletter if you do the same for them.

Buy a List

There are quite a few online resources that offer lists for sale sorted by zip code, demographics, income, lifestyle interests, buying behavior, etc. You can purchase a really targeted list based on your ideal client profile and use it to test a variety of promotions or special offers.

Building an email list that will help you drive traffic to your website is an integral part of a well-rounded online law firm marketing program, and one of the many helpful tools you'll learn about at any of our [Rainmaker Retreats](#).



Want more actionable legal marketing strategies?

We took all of our legal marketing expertise and boxed it up, just for you! The [Rainmaker in a Box](#) five DVD set includes:

- The 5 Immutable Secrets to Building a 7 Figure Law Practice
- Secrets of Building a Referral-based Law Practice for Busy Practitioners
- The Top 6 Most Powerful Online Marketing Strategies for Attorneys
- Action, Accountability and Next Steps

Get yourself an early Father's Day gift that will keep giving for years to come! Order this information-packed set [here](#).

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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