

Swing for the fences - add some power to your Law Firm marketing plan

By Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Are you tired of being a singles hitter when other legal marketers are hitting doubles, triples and home runs? Then come to the [State Bar of Arizona's Grand Slam or Foul Ball... Social Networking for Lawyers](#) seminar; which will be held in conjunction with the State Bar of California in Scottsdale, AZ on March 6.

Your legal marketing plan can use a power infusion that will allow you to clear the bases and score more quickly than you will by playing small-ball. Sure, your plan needs the solid singles that put baserunners in scoring position, but sometimes you need to clear the bases and go for the big score.

I will be a panelist during this informative seminar along with four nationally-recognized experts in the field of social media, specifically those with expertise in the use of social media as part of an integrated law firm marketing strategy. Together, we will show you **how to use social media to put together a balanced lineup** that will keep you moving around the bases and hit for power. You don't want to be a home run or strikeout only player, but neither do you want to keep moving slowly, one base at a time.

Some of the topics that we will be covering include:

- How to separate fact from fiction in social media
- Secret strategies law firms are using right now to rapidly increase their platform
- Specific tips for attorneys who want to build a referral network on LinkedIn
- Steps for attracting highly-qualified prospects on Facebook
- Ways to leverage Twitter to build your online following
- The power of educational videos on YouTube
- Ethics and social media

As an added bonus for attendees at the seminar, baseball is on the agenda! Everyone who attends the seminar will also receive a ticket to the Arizona Diamondbacks vs San Francisco Giants spring training game. Your seminar cost brings you 3 CEU credits applicable to ethics, the seminar, and a seat in the exclusive Charros Lodge, including an all-you-can-eat-and-drink buffet featuring cuisine of Scottsdale restaurants and the standard baseball fare of hotdogs, sausage etc.

[Register today](#) to step up to the plate for this valuable internet legal marketing seminar and relaxing afternoon filled with baseball, camaraderie and sunshine.

Looking for more proven tactics from The Rainmaker Institute?

Then subscribe to our **FREE monthly e-newsletter**. One click of your mouse will take you to our site where you can see the current issue and subscribe to our **complimentary monthly e-newsletter** that will be delivered to your inbox. Each issue is chock-full of legal marketing information you can put to use right away. I think you will find the information in every newsletter something you will want to share with your staff to begin 2010 on the right note in your legal marketing plan.

Stephen Fairley, M.A., RCC, CEO
Law Firm Marketing Expert • Master Business Coach • Best-Selling Author

Stephen@TheRainmakerInstitute.com

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.

<http://www.therainmakerinstitute.com/>

<http://www.rainmakerretreat.com/>

http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets