

## [How to Use Your Law Firm Blog to Generate Leads](#)

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

by [Stephen Fairley](#)

Attorneys are compensated (generally speaking) for their expertise in solving problems. Breaking off little bits of that expertise and posting it on your law firm marketing blog is creating something of value, for which you hope to be compensated for one day (via new clients, industry recognition, etc.). Which is why it is important that your law firm marketing blog have a strategy behind it and a way to measure results. Your time is money, so you really shouldn't be wasting either, right?



Here are some tips on building a blog that can deliver qualified leads for your firm:

**Address the interests of your target market.** If you've been practicing law for awhile, you should already know the problems that face your target market. Each problem becomes a database of ideas from which to draw your blog subject matter. Sprinkle your posts with your insights and experience and you create something of value to potential clients.

**Add other voices.** Many of the most popular blogs have multiple authors. If you have partners and associates, ask them to contribute. If it's just you, seek out other experts --- perhaps strategic referral partners like CPAs, accountants, bankers, etc. -- who would be willing to contribute to your blog. If you view your blog as a publication for the benefit of your target market, you begin to see more possibilities for adding valuable content from others.

**Include social sharing.** In order to grow your law firm marketing blog, you need others to help spread the word, and social sharing is how you enable that process. Be sure your blog has embedded social sharing buttons that let your readers share your posts on Facebook, Twitter, LinkedIn and other sites.

**Capture email addresses.** Email is still the #1 marketing tool for lead generation and will help you nurture repeat visitors to your law firm marketing blog. We have a standalone email sign-up form on our blog encouraging visitors to sign up for our monthly email newsletter and you should, too.

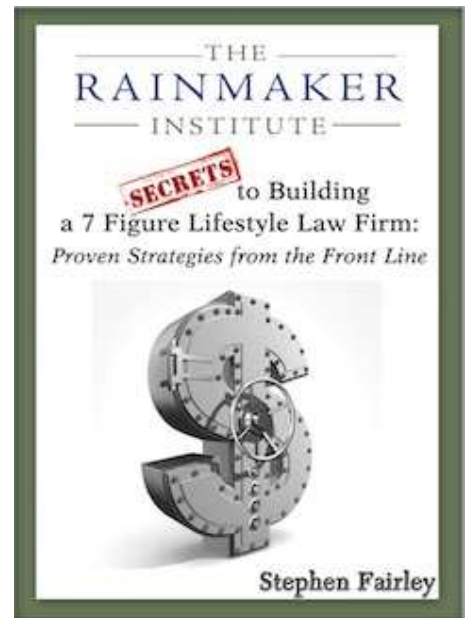
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## Secrets to Building a 7-Figure Lifestyle Law Firm: Proven Strategies from the Front Line

At The Rainmaker Institute, we define a "7 figure lifestyle law firm" as one that allows you to have the lifestyle that you want to live! It's more than just money or achieving a million dollars in revenue. It's about creating a lifestyle where you do what you love and building a business around your core values and interests.

In this recording of an interview between **Stephen Fairley, CEO of The Rainmaker Institute, and nationally recognized attorney John Bisnar**, Stephen asks John to share with us some of the secrets he has used to create a law firm that allows him to **go into the office only one day a week** and take, on average, **3 to 4 months of vacation every year** - all the while managing a **very successful, multi-million dollar law firm!**

You will receive either a **CD or MP3 recording, plus we will email you a pdf transcript** of the interview.



**This interview will help you discover:**

- The difference between a **law practice and a business**
- How to **identify superstar employees** to help you run your business
- The difference between an **Office Manager and a Business Manager**
- The **7 essential systems** your firm must have & how to implement them
- How to micromanage the **client experience**
- Critical **keys to success**
- And much more!

Click this link now to order [Secrets to Building a 7-Figure Lifestyle Law Firm: Proven Strategies from the Front Line](#).



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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