



## [Tips on Creating Content Your Blog Readers Will Want to Share](#)

[by Stephen Fairley](#)

<http://bit.ly/OUVE5Q>

The *New York Times* did a research study on the [Psychology of Sharing](#) to learn more about why people share content on the Internet.

The research found that these were the top five reasons people share content via email or social networks:

1. To bring valuable and entertaining content to others
2. To define ourselves to others
3. To grow and nurture relationships
4. Self-fulfillment
5. To spread the word about causes or brands

So if you have posted content on your blog or created articles that aren't seeing much action, you need to examine your content to see if it is meeting any of these needs that people have for sharing.

Here are some tips for creating great content that people want to share:

**Make it real.** Don't simply deal in hypotheticals – tell a story with a good outcome (maintaining privacy, of course) that draws people in and makes them feel something.

**Create a conversation.** Commenting on the hot topics of the day with a unique viewpoint increases the chances your content will get shared. Ask others' opinions on your blog and post comments.

**Speak like a human being.** Do not use legal jargon or write above your target market's head. Use a conversational tone in your posts or articles in a voice people can understand.

**Make a list.** People love to read and share lists, so get a little creative and develop lists that will get noticed. Understanding the psychology behind what makes people want to share content and then crafting your content to fulfill those needs will ensure your words get the reach you're hoping for.

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### **Webinar on Key Performance Indicators: Knowing the Numbers That Run Your Law Firm Now Available On-Demand**



We are now providing one of our most popular webinars – [Knowing the Numbers That Run Your Law Firm](#) – in an on-demand format, so you can watch and learn at your convenience, as many times as you wish.

Over the last decade we have helped over 8,000 attorneys market and grow their business. During this time we have identified many of the **key characteristics of highly successful law firms.**

One of the more consistent ones is that they **track specific numbers and key indicators that give them instant insight into how their law firm is performing on a weekly and monthly basis.**

Key Performance Indicators (KPIs) are the numbers that make your law firm run. By analyzing these critical metrics, partners and owners of law firms can **easily determine whether they are on track to achieve their goals** or if they need to retool and refocus their marketing and business development efforts.

In this fast paced webinar, you learn:

- How to easily identify the **12 key metrics your law firm needs to track and measure**
- How to set up a **system to identify these numbers**
- The **7 critical systems every law firm must have**
- CPL and CPC: the **2 most important numbers every attorney must know in order to succeed**
- How to **avoid “paralysis by analysis”** and being overwhelmed by too much data
- **Delegating roles and responsibility** to your staff
- Using **software to track your KPIs**

If you're a spreadsheet and data driven individual then you will love this webinar! However, if numbers scare you or you tend to ignore them because you have a hard time making heads or tails of all the different data you see, then this webinar is a "can't miss" event!

We cut through the clutter and give you **clear and easy to understand guidance on which numbers really matter the most, how to track this information, and what to do with it once you have it!**

To register online for this on-demand webinar, click on this link: [Knowing the Numbers That Run Your Law Firm.](#)



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 8,000 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 8,000 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 Please go to:

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