

Phoenix Legal Marketing Network Group

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Last week over 20 attorneys from small and solo practices around Phoenix met for the launching of our first ever [Phoenix Legal Marketing Network Group](#).

This group will be meeting on a monthly basis and is co-sponsored by The Rainmaker Institute, Alex Morris of FindLaw, and Ken Minniti of Target Market Media and the Publisher of *Attorney At Law Magazine*—Phoenix Edition.



We met for 2 hours in Scottsdale near the airport. The first hour was all about networking with your fellow professionals. Reconnecting with colleagues and making new acquaintances.

During the second hour, yours truly gave a seminar on “7 Keys to Recession Proof Your Law Firm,” designed to help attorneys look at their law firm as a business, not just a practice.

One of the core concepts to having a successful law firm is understanding that “the People run your systems and the Systems run your law firm.” The problem with most law firms is that they are being run by people and do not have any real systems in place. We identified 7 critical systems every law firm needs, including:

- A Cash Flow System
- A Marketing System
- A Lead Generation System
- A Client Conversion and Retention System
- A Work Flow System
- A Management System and
- A Key Performance Indicators System

Another main topic was the importance of hiring and retaining “Superstars” on your team.

As a Partner in your law firm, you simply cannot afford to have anything less than a Superstar in every position at your firm. This is especially true during these difficult economic times.

What's different about this networking group from others?

First and foremost, it's for attorneys. While attorneys from all size law firms are welcome, it is specifically designed to help lawyers in small and solo practices to connect with one another and share referrals.

Second, there is an educational component at each event. Not MCLE or about substantive matters of law, but about how to build your business, make more money, generate more referrals, and run your practice like a business.

We invite all local Arizona attorneys to join us each month. Upcoming topics will include:

- How to double your referral network in 6 months
- Using social media marketing to generate leads
- Practical ways to run your law firm like a business
- Generate more and better referrals
- Lessons from 7 figure attorneys
- Automating your online marketing efforts
- Increase your revenues and improve your receivables
- Take consistent action to build your business
- How to fix your follow-up with every prospect, client and referral source
- Tools to increase referrals from CPAs, CFPs and other attorneys
- Learn cutting edge Internet marketing strategies
- Apply practical tips and techniques to create a lifestyle law firm

The next session is on Wednesday, June 23 -- if you would like to be notified of specifics for this meeting as well as future dates, please go to <http://www.therainmakerretreat.com/network> and sign up by clicking the box "Can't Make It, Send Me Future Dates."

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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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