

Attorneys: Is a law firm marketing plan part of your New Year's Resolution?

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

New Year's Resolutions are a time-honored way of setting goals for the new year. They often center on personal issues – weight loss, exercise, relationships etc – but let me suggest that you add creating a solid, well-crafted law firm marketing plan to your New Year's Resolution list this year.

Your law firm marketing plan should include all of the following components:

Referral sources – who are the people who refer business to you? Who are the people you would like to refer business to you?

Internet marketing – what does your internet presence look like? Your website, online-mentions, your page ranks in key search engines?

Blogs – do you have a blog? Is it current with relevant content? Is it written with keywords in mind to bring traffic to your site?

Social media – are you actively managing your Twitter, LinkedIn and Facebook sites to create the best possible face for your firm?

Public relations – are you creating news releases and stories that point the media to you as an expert? Cultivating a relationship with the media takes time and expertise. But it is a worthwhile investment.

Take advantage of the resources you will find here and at [The Rainmaker Institute website](#). Come to one of our [Rainmaker Retreats](#) or invest in some materials from the [online store](#) to gather the resources you need for your law firm marketing plan to help make 2010 a year to remember.

Looking for more Rainmaker Institute wisdom?

Take advantage of the complimentary download of [5 Easy Steps That 7-Figure Attorneys Use To Create Powerful Marketing Plans](#). It is our gift to you. Just click on the link and download your complimentary copy. It is information that will get you started on the path to changing your legal marketing strategy for the better.

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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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