

A Law Firms Marketing Power is linked to Mastermind Groups: Double Your Practice and your time off.

By: Stephen Fairley

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The greatest principle in building a financially successful and personally satisfying law firm is to learn from the experts. Why recreate the wheel when you can learn from attorneys who have passed on before you and have taught thousands of others proven law firm marketing techniques?

According to John Bisnar Esq., "If you study or analyze the record of any person who has achieved great success or accumulated a great fortune you will find evidence that they have either consciously or unconsciously employed the principle of the mastermind."

Attorneys are no exception. In my years of experience marketing for attorneys and teaching thousands of attorneys as they build a law firm marketing plan I have seen that mastermind groups are often a key factor in the success of their firms.

John goes on to say that "As an attorney in a small or solo law firm you know what it feels like to have an abundance of experience in some areas and a definite lack in others. You may also experience such challenges as lack of collaboration, lack of external support, lack of external accountability, lack of personal support and too many distractions as you try to practice law and grow your practice while enjoying your practice and your life. This is where the mastermind group comes into play."

"A mastermind is a group of mutually supportive, mutually accountable professionals who realize the value of collective thought and accountability. They meet regularly to identify and define goals and review achievements along the path to reaching those goals. The members provide input, insight resources, experience and constructive criticism to ensure each person the best chance of reaching his goals."

"In a mastermind group, success is not merely hoped for, it is assured. Mastermind groups allow you to use the full strength, training, experience and knowledge of the other people as if they were your own. Each of the minds involved are expanded and reinforced by exposure to the other minds. Imagine what it would be like to have two dozen skilled and focused law firm partners helping you find solutions to your most challenging questions and issues in your practice. You would get two dozen lives of experience, resources, education and insight from which to draw. **There are few things as powerful.**"

"Open up to the reality and the idea that while we are unique in many ways, we encounter many of the same struggles, and it is only in being aware of these truths and allowing ourselves to be assisted that we will overcome challenges and reach our goals sooner and easier."

Friday's post will go into more detail about how a Mastermind Group can ensure your success by identifying it's 5 key benefits.

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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.

He has appeared in the American Bar Association 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.

Stephen is a member of the prestigious National Speaker's Association and his Rainmaker seminars have been sponsored by more than 20 of the largest state and local bar associations in the country.

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