

Law Firm Marketing: How to Get Discovered by Prospects

By Stephen Fairley

<http://bit.ly/oQRGxT>

Columbus Day is a particularly good day to think about new discoveries. Having just returned from a Rainmaker Retreat this past weekend in Orlando, I am reflecting a lot on a topic of interest to every attorney: how to stand out from the crowd and get discovered by prospects.

Carving out a niche for yourself is one of the best ways you have to keep and attract clients. When the economy is dicey, I realize it's tempting to take on anyone who walks through the door. But now is exactly the time NOT to do this...to build an area of specialization where you outshine your competitors and are able to build a stable base of clients for now and the future.

Here are the benefits to positioning yourself as a specialist:

- Significantly higher rate of referrals.
- Can charge higher rates.
- More opportunities to offer clients more expensive services.
- Better client retention.
- Not perceived as a commodity.
- Value is based primarily on credibility and expertise.
- Better positioned to get positive media coverage.
- Easier to dominate your niche.

Of course, the niche you choose needs to align with your expertise and there should be a need in the marketplace for those services. What draws prospective clients to you and your services? Keep track of your inquiries and see if they don't begin to naturally fall into one or more groups. If they do, you already have a base from which you can start building your niche practice.



Becoming aware of these commonalities is a way to let your niche find you, which in turn helps you develop your law firm marketing strategy around promoting your area of expertise and specialization.

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On-Demand Webinar: Lessons From Dewey & LeBoeuf: 5 Biggest Reasons Why Law Firms Fail

With the spectacular announcement of the biggest bankruptcy in law firm history, Dewey & LeBoeuf stunned the legal community. Now comes the work of dissecting what went wrong and how their competitors can avoid a similar fate.

When you order this new on-demand [webinar](#), you will watch nationally recognized law firm marketing expert **Stephen Fairley interview Donald Scarinci**, Managing Partner of Scarinci Hollenbeck, one of the **fastest growing mid-sized law firms** on the East Coast and a nationally recognized thought leader on law firm management. They discuss:



- The **5 biggest reasons why law firms fail** and how you can avoid a similar fate
- How fast growing firms can **avoid the pitfalls** that brought Dewey & LeBoeuf to its knees
- How Scarinci Hollenbeck went from relying almost entirely on “word of mouth” marketing to being featured in the *Wall Street Journal* for their **cutting edge approach to social media in less than 6 months**
- What Managing Partners and law firm administrators **need to know now to compete**
- **Marketing and managing your firm** in today’s roller coaster economy
- A “behind the scenes” **case study** of how Scarinci Hollenbeck has adapted to the new realities
- Effective tools multi-attorney firms can use to **market a variety of partners and practice areas**

Order the on-demand webinar on [Lessons From Dewey & LeBoeuf: 5 Biggest Reasons Why Law Firms Fail](#), watch it at your convenience and share it with your partners and associates.



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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