



Creating Lasting Client Relationships As Easy As 1-2-3

By Stephen Fairley

The explosion of social media marketing has enabled law firms of all sizes to create more targeted and regular communications than ever with clients and prospects. While some firms have mastered the art, many are still struggling with ways to harness the power of social media to engage with clients.

However, what they may not realize is that the key to building connections with clients online is to start offline, taking your daily interactions with clients and building on them using social media and online marketing tools. It's as simple as 1-2-3:



- 1. Create compelling client experiences.** When you give outstanding client service, clients return and tell others about you.
- 2. Use email to connect directly with clients.** After you've established an offline relationship, deepen it through consistent, relevant email marketing messages. Provide a useful monthly newsletter, and always offer them a way to opt-out.
- 3. Extend the conversation through social media.** Take your relationship to the next level by engaging your contacts through social media, thereby extending your conversation to your client's network of friends and family.

The primary reason that social and online media can be so effective for law firms is because it is simply speeding up the traditional one-on-one relationship that marketers seek to have with customers. Since it is so targeted, your time and money is put to much more effective use in making those authentic connections that translate into retainers.

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- How an e-newsletter supports your marketing efforts
- How to get started right away with your e-newsletter
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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.

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