

How to Avoid Legal Marketing Mistakes Many Attorneys Make

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Did you know...

- There are more than 1.2 million attorneys in the United States.
- 30,000 new ones graduate every year.
- 85% of all attorneys end up in a small law firm with fewer than 50 attorneys.
- The size of the U.S. legal industry is estimated to be in the hundreds of billions of dollars annually.

Yet the majority of attorneys continue to struggle to create a financially successful practice. Why?

We have found the common denominator of attorneys who struggle with practice building is that they believe the best use of their time is to practice law. **You are not in the business of practicing law. You are in the business of building relationships** (also known as marketing) so *that* you can practice law.

A lot of my clients say, "But Stephen, I don't have time to market my practice." My reply is always the same, "Either take time now on a consistent basis or you will have plenty of time later when your client base dries up."

Building a successful practice isn't magic or rocket science, but it is work and it does take a lot of time, energy and money. Every attorney who starts a new practice fully intends to succeed; yet according to research, more than 50% of them still fail.

We have helped thousands of attorneys achieve their goals of creating a financially successful and personally satisfying legal practice. In a newly updated, complimentary [e-book](#), you will discover specific principles and tools you can use to grow your practice, too.

Discover:

- How to avoid 2 common practice-killing pitfalls
- How to position yourself as a specialist
- Why most advertising is a waste of your money
- Ways to avoid common practice-killing pitfalls

The e-book is free; see below for details.

FREE "Top 10 Mistakes Attorneys Make and How to Avoid Them" E-book

In a newly revised e-book, legal marketing expert Stephen Fairley outlines 10 of the most common marketing mistakes attorneys make that can lead to the failure of their business, and provides specific strategies and proven principles for avoiding these deadly errors.

Get your complimentary copy online [here](#).

Regardless of your specific situation, this free e-book will help you examine how you are currently finding new clients and recommend specific steps you can immediately start using to grow your practice.

We have helped thousands of attorneys achieve their goals of creating a financially successful and personally satisfying legal practice. In this e-book you will discover specific principles and tools you can use to grow your practice, too.

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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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