

[How to Create Irresistible Calls-to-Action That Motivate Prospects](#)

by [Stephen Fairley](#)

Millions of people purchase products every day because they were enticed to do so through a strong call to action – a Buy It Now, a Limited Time Offer, a Click Here, a Sign-Up Now – whatever the incentive, it moved them to a purchase decision.

Calls to action work for several reasons, chief among them is that it's human nature to follow instruction. **A great call to action is one that creates a sense of urgency in a prospect's mind, offers a solution to a problem or stimulates a desire.**

A great call to action works when it:

- Triggers an emotional reaction;
- Shows exactly how to make a purchase;
- Creates a sense of urgency to make the purchase;
- Provides incentives or an offer that is too good to ignore.

There are many ways to integrate a great call to action into your law firm marketing efforts, including:

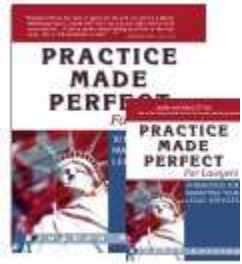
On your website. Even when you're selling a service, you should create calls to action on every page of your website. Have a sign-up for a free report, a webinar or e-newsletter on every page.

In your newsletter. If you have a monthly newsletter, you should be featuring a new incentive every month to entice prospects to get in touch with you.

On your blog. Use your blog to connect on an emotional level with prospects. Tell a story about how your legal service has solved a problem. Include calls to action in your sidebars where they are easily visible.

On your social networking sites. Facebook and Twitter are great vehicles for reaching prospects in real-time and testing a variety of calls to action to see what works best for your legal service. These venues are an inexpensive and effective way to test what works best for your target market.





Practice Made Perfect for Lawyers CD Set

The [Practice Made Perfect CD set and manual](#) applies Stephen Fairley's unique High Impact Marketing System to the practice-building challenges faced by solo practitioners and partners at small law firms. It includes dozens of specific marketing and sales recommendations that can be easily and quickly applied to your firm, including:

- The only 7 sure-fire ways to get clients in your door NOW
- Why advertising doesn't work for most small law firms
- The 7 reasons why people don't buy from you
- How to market and sell with USP's (Unique Selling Proposition)
- Using audio logos to attract immediate attention for your business
- Using low-cost, high impact marketing strategies
- Strategies for achieving maximum results from all of your marketing efforts
- How to discover your Ideal Target Market
- 3 critical factors to remember when looking for new clients
- The NEW sales cycle for professional services
- How to retain your best clients

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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 9,000 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 10 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.

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 33 countries. 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 or to purchase one of Stephen's law firm marketing products click here.

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