



## Law Firm Marketing Rules for 2013: Out with the Old, In with the New (#2 of <http://bit.ly/oQRGxT>)

by [Stephen Fairley](#)

2013 is upon us, and one of the things you should shed with the old year is any antiquated ideas you may have about law firm marketing. This week, I am listing five of the most common "old rules" and giving you new legal marketing rules to live by in the new year.



**Old Rule #2: Taking care of clients comes first.**

**New Rule #2: Take care of your business first or you won't be in business to take care of your clients.** Too many times lawyers focus solely on their clients

without focusing on the bottom line. The result is devastating: not sending out invoices on time; not raising your rates for years; not actively cross-promoting other services your firm offers; and not staying connected with former clients.

Everything rises and falls on leadership. You must be the one to lead the charge in shifting your firm's culture from one of passivity into action orientation.

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### **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.

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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.



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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