



## [The Do's and Don'ts of Answering Legal Questions on Avvo](#)

by [Stephen Fairley](#)

Had an interesting question asked of me at last weekend's [Rainmaker Retreat](#) in Orange County – what is the right way to answer a legal question on Avvo? There was so much head-nodding and note-taking as I answered, I thought I would share my response here:

1. **Answer questions quickly.** Avvo rewards attorneys who respond first by increasing Contributor Points. You can receive email alerts when questions are posted in your location and practice area.
2. **Answer as many questions as possible.** Avvo awards Contributor Points every time you answer a question. Your goal is to become a “Top Contributor”, which Avvo recognizes by posting your photo and profile on the major pages of their site. Unsurprisingly, Top Contributors are the most viewed attorney profiles on Avvo.



3. **Answer questions thoroughly.** This is a great way to demonstrate the depth of your knowledge in your area of practice. You need to provide answers that provide consumers with a perceived value.
4. **Only answer questions you have the expertise to answer.** Often, attorneys are tempted to try to gain Top Contributor status by grabbing and answering every question they can. Unless you can speak thoroughly and knowledgeably on each subject, don't answer.
5. **Provide meaningful answers.** Never post an answer that simply says "you need to hire an attorney" in different words over and over again. This is counterproductive to your desire to appear as an expert, and Avvo does not look too kindly upon this kind of answer.

This is just some of the helpful information you'll receive at a Rainmaker Retreat. See below for more details on upcoming sessions.

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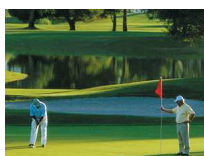
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For more information, call 888-588-5891 or visit [www.RainmakerRetreat.com](http://www.RainmakerRetreat.com).



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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