

5 Proven Ways to Renew, Restore and Revive Your Practice in Today's Economy-2 of 5 Using the power of the media to gain visibility

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Using the power of the media to gain visibility in your local marketplace is huge to your success.

Now, I've had some clients say, "You know, Stephen, I talked to those journalists and you know what? They took up my time, they wasted it, and I didn't get anything out of the results." Well, I would say a couple of things. Number one, you win some, you lose some. It doesn't always happen. And secondly, it's not getting in the media that gets you the clients. **It's how you use the media that you get, that lands you the clients.**



Using the media helps you differentiate yourself, particularly if you're, say, a litigation firm and you do general business litigation. It's pretty hard to target and solicit new clients, so in order to get your firm to be at the top of their minds, you've got to be visible.

It adds a huge amount of credibility when you are in the media because it's one thing for you to say "I'm a great attorney. I can handle your case. I know what I'm doing." It's another thing entirely to have that third party endorsement. And depending on where you practice, if your State Bar says you can't use any testimonials for marketing, then you are able to have that third party endorsement. Take that article and post a link on your site, get permission to reprint and send to your clients or hand out at speaking engagements, and put it in your press kit.

There are **two different resources** I want to point you to: **PR Leads** and **Help a Reporter Out (HARO)**. PR Leads, www.PRleads.com, is a paid newsfeed service where you pay (\$99/month) to get listed as a source for journalists. Realize that journalists are usually working on multiple stories at a time, and they work on very short time frames. So what they do is put out a query to a newsfeed to get experts to comment for their stories.

PR Leads allows you to have certain categories like legal expert or legal industry. And any time a journalist puts out a query to this newsfeed, you will get an email in your inbox from PR Leads that says here's what they're looking for. If you fit that description, you can email the journalist directly to see if they want to interview you. I have used this source to get in dozens of major magazines and trade associations and newspapers. It works.

The other one is www.helpareporter.com. It's free and you receive leads every day via email. It has a few categories like Business and Finance and High Tech, but no legal category yet. However, there are usually good leads where you can find an angle for yourself – a couple from

my Inbox this week: “Looking for an expert on family-owned business” for a major financial magazine that I know a savvy estate planning attorney could grab, or one from a reporter at a major metropolitan daily newspaper looking for an expert to quote on “Forming an LLC to sell shares of a vacation home.”

HARO also lets you pitch stories to journalists, so if you have something newsworthy – a big case you won or got a major settlement, or a unique viewpoint on a major issue – you can go to the website, submit your pitch and see if anyone bites.

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Each issue is chock-full of legal marketing information you can put to use right away. I think you will find the information in every newsletter something you will want to share with your staff to maximize the effectiveness of your legal marketing plan.

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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.

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