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How to Avoid the Top 10 Marketing Mistakes Attorneys Make

If you're an attorney struggling to build your practice, then you probably believe that the best way to use your time is by practicing law. The reality is, you are not on the business of practicing law. Your *business* is building relationships (also known as marketing) *so that* you can practice law.

This is the link to a powerful E-book written by Rainmaker Institute CEO, Stephen Fairley entitled, [Top 10 Marketing Mistakes Attorneys Make & How to Avoid Them](#).

In this book you will learn specific principles and tools you can use to grow your practice, too. The one thing you will NOT find within its pages is an 'easy button'. Unfortunately, in the world of legal marketing there simply no such thing! I can certainly attest to how much hard work, effort and money it takes to build a successful business and it will not happen overnight.

Echoing Stephen's, invitation, I invite you to download and print this e-book and read it with a pen and highlighter in hand. The specific strategies you'll find within its pages, that once you apply them, can make the kind of dramatic difference in your practice that lasts a lifetime.

The great thing is, if you are willing to work we can help you make it happen!

As an advisor at [The Rainmaker Institute](#), I work with solo and small firm legal practitioners to create a more clearly defined focus and distinctive business strategy. In partnership with my clients, I support them to develop a competitive advantage for new business, higher reputation recognition, and empower them to **attract, win, and retain the clients they really want**.

Stephen Fairley, helped thousands of attorneys achieve their goals of creating a financially successful and personally satisfying legal practice.

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If you are serious about implementing support services specifically designed for solo and small firm attorneys, please feel free to give me a call at **888-588-5891 Ext. 402** or send me an email at kara@therainmakerinstitute.com.

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[Legal Marketers and Mid-Size Businesses - Let Your Commitments Do the Talking](#)

[The Amsterdam News Covers AALBC.com and Karasma Media Media Marketing Workshops](#)