

5 Proven Ways to Renew, Restore and Revive Your Practice in Today's Economy-4 of 5

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

There's a huge myth out there that **press releases** are really only for big law firms and that's just not true. In fact, this is probably one area where the little guys can beat out the big guys because just having more money doesn't mean a hill of beans when it comes to press releases.

I had a solo practitioner client who wrote about identity theft for his very first press release, and had over 100,000 people click on his release. (The website that we use actually tracks how many people click on your link to read your press release.)



He got an opportunity to speak to a Fortune 500 company that had him come in and talk to all their employees about how to protect themselves against identity theft and he got a lot of clients off that. That was his very first press release. Now that doesn't happen every time. That's certainly an anomaly, but it does happen.

Who reads press releases? **Journalists are big consumers of press releases.** Remember, they're looking for 6-8 stories and they're looking for leads. They're looking for ideas. They're looking for experts and there is an art to writing a press release, which we talk extensively about at the [Rainmaker Retreat](#).

Google also loves press releases. For those of you who have spent any time or money trying to get your website to the top of the search engines, this is a phenomenal way to get your website out there.

I have literally issued a press release at 9 a.m. and by 5 p.m., I am on the first page of Google for my specific keyword. Search engines love press releases, and on that press release is of course a link back to my website which drives more traffic and prospects.

A great distribution resource is [PRweb.com](#) -- you can create an account for free and they have good teaching tools about how to write and format your release. You can choose from four price options, from \$80 to \$360, depending on your distribution druthers.

ATTENTION ARIZONA BAR MEMBERS: The Rainmaker Institute will be exhibiting at the Arizona State Bar Annual Convention this week at the Renaissance Hotel & Spa. Please stop by our booth to learn more about our proven system for finding more and better clients, including strategies that Rainmakers are using in this recession to land higher paying clients.

Exclusive Rainmaker Retreat Preview Call – Learn Before You Go!

If you want to learn more about the Rainmaker Retreat and why it is a proven legal marketing system that has helped over 6,000 attorneys find more and better clients, then [register](#) now for our one-hour complimentary teleseminar.

[Sign up](#) now for one of these upcoming one-hour teleseminars:

Tuesday, June 8, 2010

3-4pm Pacific | 4-5pm Mountain | 5-6pm Central | 6-7pm Eastern

Wednesday, June 16, 2010

11am-12pm Pacific | 12-1pm Mountain | 1-2pm Central | 2-3pm Eastern

The call will give you a preview of the valuable material that is taught at our 2-day Rainmaker Retreat. Join us and learn why the [Rainmaker Retreat](#) is the one law firm marketing boot camp you cannot afford to miss!

Stephen Fairley, M.A., RCC, CEO

Law Firm Marketing Expert • Master Business Coach • Best-Selling Author

Stephen@TheRainmakerInstitute.com

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.

He is the international best-selling author of 10 books and 5 audio programs.

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