

[How to Follow - and Even Be - the Leader on LinkedIn](#)

By Stephen Fairley

<http://bit.ly/oQRGxT>

Yesterday, LinkedIn [announced](#) that you will be able to follow what it calls “the most influential thought leaders on LinkedIn” – people like Richard Branson, Arianna Huffington, President Obama, Gov. Mitt Romney and more (you can [see the full list here](#)) – in addition to the news you already follow through industry, companies and groups.

You’ll be able to add your two cents as well, with an ability to comment on their posts and engage the influencers in your area of expertise. You can even share insights you like with your own network.

Think you have what it takes to be an influencer on LinkedIn? You can [submit a request](#) to join LinkedIn’s thought leader group or, if they have already noticed you have a following already in groups, blogs and on social media, you may receive an invitation from LinkedIn to join.

LinkedIn is migrating from the simple act of connection to a deeper, richer way to connect and share information on their site – a welcome evolution for this leader in business-oriented social media.

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Stop Wasting Precious Time and Money!

Feel like you don’t have time for marketing? Let us show you how to make a plan that runs on “autopilot” – one that attracts new and lucrative clients while you focus on your practice.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our [Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan.](#)



5 Easy Steps that “7-Figure Attorneys” use to Create Powerful Marketing Plans

Download our Free Guide and start using their proven strategies today.



After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

[Click here](#) to download, and start using these proven strategies today!



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:

<http://www.therainmakerinstitute.com/>

<http://www.rainmakerretreat.com/>

http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets

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