

21 Ways to Bootstrap Your Way to Marketing Success (Part 4 of 7)

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<http://www.TheRainmakerInstitute.com>

Stop Relying on the Same Strategies that Barely Worked last year

We have all heard insanity defined as continuing to do the same thing over and over while expecting different results. Most attorneys rely far too much on advertising and casual referrals to bring clients in. Results from advertising are down across the board. People are just not referring friends and family members at the same rate as they used to

You cannot rest on your laurels of “providing great services” or “being a great attorney” to get you through this year. You need to try something different (and I don’t mean boost your advertising budget). The tools you used to get you here are not the same tools you will need to make it through the next 12-24 months.

Ideas are Worthless...Without Implementation

Many business owners tend to be “big picture” kind of people filled with brilliant ideas and fascinating perspectives...which is great...but ultimately worthless without the correct implementation. In this time of economic distress do not become bogged down with finding the “big idea.” Instead, concentrate on how you are going to implement your smaller ideas quickly and cost-effectively.

Focus on Cash Flow Not Revenue

Bill Martin, our Director of Development and one of our Master Business Coaches, has owned and operated 16 businesses over the course of his long and successful career. He is fond of saying, “Cash flow solves a lot of problems and lack of it causes even more.” Do you know your profit margin for each practice area? For each type of case? Look for three ways to improve your cash flow in the next 60 days.

Leave Your Office Every Week

Top Rainmakers do not rely on referrals to fall into their lap. They get out of their office and press the flesh. Make time in your schedule every week to meet with current and potential referral sources face-to-face. Meeting them on Facebook or Twitter is great, but take those relationships offline and meet them for coffee or lunch. Our top clients set aside lunch every Monday, Wednesday and Friday to meet with potential referral sources.

We would like to send you a DVD of your colleagues (and even your competitors) describing their experiences at the 2 day Rainmaker Retreat. Yes, we know you are skeptical (we wouldn't have it any other way). So instead of us telling you how these 2 days will transform your business, we will let our clients do the telling. [Click here to order your complimentary DVD right now.](#)

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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.

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

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