

[How Consumers Choose an Attorney: Information Gathering](#)

By Stephen Fairley

<http://bit.ly/oQRGxT>

The new LexisNexis® Martindale-Hubbell® *Attorney Selection Research Study* was just released yesterday and is something every attorney needs to review. It is chock full of interesting findings from an in-depth look at how people look for and hire an attorney.

Over the next several days, I am going to post about those study results and provide specific action steps on what attorneys can do to capitalize on this new learning.

First, some numbers:

- 110 million U.S. consumers have sought legal counsel at least once;
- 58 million have looked for an attorney in the past year;
- Of those who looked for an attorney, 57% hired one, 15% decided to use a DIY approach and 13% continued to search

The study found that **76 percent of consumers used the Internet to search for an attorney** in the past year. Most consumers used a four-stage process in their search for an attorney: **gather information** about a legal issue/case, **find** a lawyer, **validate** a lawyer and **select** a lawyer.

So what sources do consumers use on the Internet to gather information?

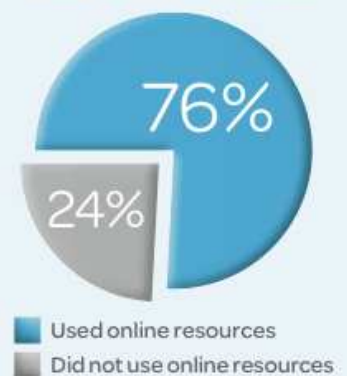
The study found:

- 39% used online search engines, primarily Google
- 34% visited online legal forums
- 31% used online directories
- 31% visited law firm websites

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How they searched:



- 29% visited legal blogs
- 26% used social media sites

Translated into [law firm marketing](#) terminology, in order to be found by a consumer searching for an attorney in their first stage of search – the gathering of information – attorneys need to:

Employ skillful SEO tactics on their websites and blogs (see post on [Law Firm Marketing SEO: Don't Forget The Basics](#))

Answer consumer questions on online legal forums (see post on [The Do's and Don'ts of Answering Legal Questions on Avvo](#))

Beef up profiles on Avvo.com, Lawyers.com, etc. (see post on [Social Media for Attorneys: How to Leverage Avvo's Marketing Power to Generate Leads](#))

Have a content-rich, SEO-compliant law firm website (see post on [Transform Your Law Firm's Website into a Client Generating Machine](#))

Have a blog (see post on [Law Firm Marketing: Top 10 Ways to Generate Leads From Your Blog](#))

Participate on social media sites, especially Facebook (see post on [Social Media Marketing for Lawyers: How to Increase Your Facebook Fan Engagement](#))

Of course, we cover all of the above in-depth at our two-day law firm marketing boot camp, the Rainmaker Retreat. There's one coming up next weekend in Orlando and two others later in the Fall:

October 26-27, 2012 – Scottsdale, AZ

November 16-17, 2012 – New York City, NY

You can still get in on our Early Bird Discount for our upcoming Rainmaker Retreats, so be sure to register now to receive the \$200 discount. The Early Bird Discount for our Oct. 5-6 in Orlando ends this Friday, Sept. 28.

Go to www.rainmakerretreat.com or call 888-588-5891 to register now.



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/>

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