

[Best Practices for Becoming a Rainmaker on the Internet, Part 3 of 5](#)

By Stephen Fairley

<http://bit.ly/oQRGxT>

All this week, I am giving readers several of the best practices in becoming a rainmaker on the Internet. Today's post is about video.

Use video to keep visitors' attention. Now here's a truly depressing statistic: On average, 85 percent of your website's visitors will stay for less than 30 seconds and will never return. Seriously? Yes. If you don't believe me, check for yourself. Look at your website's statistics log and see how many unique visitors you have and how long they stay on average.

(Virtually every website has at least a basic statistics package; just ask your website tech or hosting company how to access it. If you are not already using Google Analytics, have your tech install it. It's much better than most. And it's free.)

The bottom line is that you literally have less than 30 seconds to impress your website visitors. I believe all of us would agree that the longer visitors stay on your website, the more likely they are to connect with you. One of the best ways to increase the length of time a visitor stays is by using videos. Anecdotally, our clients have seen a four- to fivefold increase in length of stay after implementing videos on their websites. These videos should be one to three minutes long and focus on educating prospects and website visitors about who you are, who you help, and why you are different.



These videos do not need to be professionally produced, but you may want to have someone add a short introduction including your website and phone number. Once you have your video ready, upload it to your website—and to www.youtube.com for additional exposure. Visitors are more concerned with content than production quality. If allowed in your jurisdiction, use video testimonials from your clients as well.

Key Action Points.• The longer someone stays on your website, the greater likelihood they will connect with you. • Use videos to quickly capture their attention. • Your videos should educate prospects about who you are, who you help, and why you are different.

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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.

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