

## [Best Practices for Becoming a Rainmaker on the Internet, Part 4 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 educational marketing on the Internet.

**Develop educational tools and promote them on your website.** Education-based marketing is one of the most powerful tools at the disposal of lawyers. There is a great amount of basic information you know about your practice area that prospects want and need to know. Think about some of the questions your clients have about child custody and divorce or how to avoid getting sued by employees or ways to protect their intellectual property.

Identify their frequently asked questions or biggest challenges and put together a short report (three to six pages long), a PowerPoint presentation, or even an audio CD, and offer a free copy to website visitors who give you their contact information. (Remember, if you cannot get visitors to call you directly, the second-best alternative is to persuade them to give you their contact information with permission to contact them.)

Give your education material a creative title such as "7 Questions You Must Ask before You Hire a Personal Injury Lawyer," or "The 10 Deadly Mistakes People Make with Their Estate Plan," or even "5 Strategies Inventors Can Use to Protect and Monetize Their Inventions."

This kind of free educational information is a great tool you can use to start building relationships with many people who need your help but aren't ready to walk in your door. It is not enough simply to offer people a free consultation. Almost every lawyer does that. Take it one step further and give them some great information that will help them think through the issues and challenges they are facing. Once you have created these educational tools, find every way you can to give them away to as many people as possible.

*Key Action Points:*

- Use an educational report, white paper, or audio CD to inform prospects, clients, and referral sources.



- Every prospect has questions and challenges. Identify them and give them some information that indicates you can resolve their challenges and answer their questions.



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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