

Legal Marketing: Six Keys to Becoming a Recognized Expert

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Disclaimer: When I use the word “expert” or “specialist” in this series, I’m not talking in the legal or ethical sense, but in the marketing sense where the goal is to get media and/or prospects to perceive you as an expert or specialist.

How many times have you read a news item quoting a competitor and thought, “I know more than that guy! Why are they interviewing him?”

I’m going to tell you why by sharing with you some of the strategies that top **Rainmakers use all across the country** to position themselves as leading experts in their market area.

The **first key** to becoming a recognized expert is the **strategic use of Press Releases**.

There are a number of fallacies or myths about press releases. One is that press releases just don’t work for small law firms. We beg to differ.

We recently had a small law firm that sent out their very first press release on the hot topic of identity theft. A major newspaper picked it up and they got interviewed for the article.

Because of that article, they landed dozens of new clients over a 30-day period and the **newspaper even called them one of the leading Southern California lawyers** on identity theft. Those are things you just can’t buy – and it happened from a press release.

There is another reason to use press releases and this is one that is incredibly powerful: to **boost your online presence**.

Google loves press releases and we’ve been able to use that to get fantastic results. I’ve literally issued a press release at 9 a.m., and by 5 p.m. the press release has already been indexed by Google and shown up within the top 10-20 positions.

Now you may be thinking, **what do I write it about?** It could be about a number of different things:

- Commentary on current news events
- Legal decisions that potentially affect your community
- Results of a poll or a survey you conduct among clients
- Firm news such as new associates, awards, community involvement, etc.

You want to **make sure that there is an angle to it and that there’s something that’s different**. In fact, some of the best coverage we’ve gotten from press releases has been when we’ve taken a **contrarian view**.

For attorneys we coach in our [Practice Made Perfect](#) program, we recommend at least one press release per month. If you're a growing practice, then we recommend that you distribute two, three, even four a month to really jumpstart your online marketing efforts.

Attend Phoenix Legal Networking Group Meeting on May 6 to Learn 7 Strategies to Recession Proof Your Law Firm!

On Thursday, May 6, Stephen Fairley will address the inaugural meeting of the [Phoenix Legal Networking Group](#), a group of solo and small firm attorneys looking to effectively market their law firm and grow their business.

Stephen will be presenting the **7 Strategies to Recession Proof Your Law Firm**. This presentation will explain why some attorneys are having their best year ever when others are struggling to even survive. He will tell you:

- The secrets top Rainmakers are using in this economy
- What's working now and what's not
- The #1 thing you need to do right now that will fix your cash flow problems
- Why you need to market differently
- How to easily track all your marketing efforts

The event will be held from **4-6 p.m. this Thursday at the Country Inn and Suites on Scottsdale Road**, approximately 15 minutes from downtown and the airport. Cost is only \$15 per person.

To register for this seminar, co-hosted by [FindLaw](#), [Attorney at Law Magazine](#) and [The Rainmaker Institute](#), click [here](#).

Stephen Fairley, M.A., RCC, CEO

Law Firm Marketing Expert • Master Business Coach • Best-Selling Author

Stephen@TheRainmakerInstitute.com

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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