

Law Firm Marketing: Are You Anti-Social?

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

In general, attorneys are a gregarious, likeable bunch. It's just their personality. So you'd think that the legal profession would be all over the social media phenomenon. We've been preaching social media for years and have shown time and again what it can do to help lawyers become major rainmakers.



So what's holding you back? According to a recent [post](#) at Mashable.com, the world's largest social media blog, a legal affairs reporter for the *ABA Journal* was quoted thusly:

“Varied and outdated ethics rules in regards to online communication, as well as numerous examples of cases put in real jeopardy because of prosecutors and judges posting on Facebook or jurors twittering mid-trial, only fuel a general tendency in the legal profession to distrust new technologies.”

The article went on to say:

While many in the field proceed with trepidation, the unprecedented reach of social networks, Twitter and blogs in particular, has been a career game-changer for many attorneys.

I encourage you to read the entire post by clicking [here](#).

It is full of good stuff – and I'm not just saying that because it reads like a Rainmaker Retreat playbook.

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We would like to send you a DVD of your colleagues (and even your competitors) describing their experiences at our 2-day law firm marketing boot camp, the Rainmaker Retreat. Yes, we know you are skeptical. 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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