



13 Ways to Create a Powerful & Profitable Law Firm Blog

By: Stephen Fairley

<https://tri.infusionsoft.com/go/triblog-sm/jdsupra/>

Blogging can be a powerful performer for your law firm marketing efforts, but there's a way to do it right and a way to do it wrong. Here are 13 tips for creating a powerful – and eventually profitable – law firm blog:

Integrate your blog with your law firm website. For SEO purposes, it is best to create your blog either as a sub-domain of your law firm website or within the site as a separate tab or folder. If you need to host the blog as a separate domain, that's okay, too, and can provide you with link-building opportunities between the two.



Don't write about yourself. Writing about yourself or your firm does you no great service and you miss a great opportunity for thought leadership. You need to be a resource to your target market for legal information, so they will think of you first when they actually need a lawyer. Publish often. I'll say it again: Google loves fresh content! Publishing 3-5 times a week is best. Write focused content. Put yourself in the shoes of your target market and speak directly to their needs.

Create variety. Don't be boring. Include video, audio, charts and graphs, photos, cartoons or other visually interesting content in your blog.

Encourage engagement. A blog is the perfect opportunity to create a conversation with your target market – so ask for thoughts and post responses to create a dialogue.

Take every opportunity for SEO. Identify and use the keywords that will help your blog get found by search engines.

Pick that low-hanging fruit. Add a subscribe button so people can get a continual feed from your blog. Add social sharing buttons so users can share your content in social media. Add a search box so people can more easily find your content.
Source content. Ask others in your professional network to contribute, or quote from their blogs and include a link as attribution.

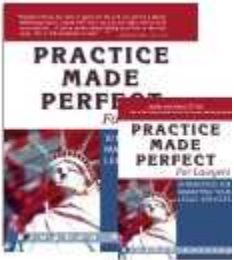
Promote your blog through social media. Share a link to your blog posts through social media by posting it on your Facebook Fan Page, tweeting and posting on LinkedIn. Those social share buttons will also have your readers doing some of the heavy lifting for you.
Make it actionable. Include offers of free reports, e-newsletter subscriptions, webinars or other “freeminums” that will encourage people to give you their email address, which is also known as a lead!

Scour analytics for insight. How do you know if your blog is working for you? Look at your blog analytics. These provide important insight into how many visitors you’re getting, how many times they come back, how many subscribers you’re generating, which posts are the most popular, etc. Use what you’ve learned to improve every month.

Give it time. Reaching the level of success you want for your law firm blog takes time and effort. Don’t give up or you’ll miss a powerful lead generation opportunity.

NOTE: For those of you attending the State Bar of California Annual Meeting this week, drop by our booth (#504) to talk with us about your law firm marketing goals and challenges. We’ll be giving out complimentary marketing materials that I guarantee you will find useful!

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Practice Made Perfect for Lawyers CD Set

The Practice Made Perfect CD set and manual applies Stephen Fairley’s unique High Impact Marketing System to the practice-building challenges faced by solo practitioners and partners at small law firms.

It includes dozens of specific marketing and sales recommendations that can be easily and quickly applied to your firm, including:

- The only 7 sure-fire ways to get clients in your door NOW
- Why advertising doesn’t work for most small law firms
- The 7 reasons why people don’t buy from you
- How to market and sell with USP’s (Unique Selling Proposition)
- Using audio logos to attract immediate attention for your business
- Using low-cost, high impact marketing strategies
- Strategies for achieving maximum results from all of your marketing efforts

- How to discover your Ideal Target Market
- 3 critical factors to remember when looking for new clients
- The NEW sales cycle for professional services
- How to retain your best clients

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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 7,000 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 7,000 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 or to purchase one of Stephen's law firm marketing products click here. <http://www.therainmakerinstitute.com/>
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