



## [Firm Marketing: Tips on How to Brand Your Practice](#)

By Stephen Fairley



Developing a unique brand for a service business is essential since prospective clients have a number of competitors from which to choose and need to know the reasons why they should select you.

Branding is important to help differentiate your practice by:

- Delivering your message unmistakably
- Confirming your credibility
- Making an emotional connection with your prospects
- Motivating your prospects to turn into clients
- Creating loyalty

Here are some questions that will help you begin the branding process for your practice: (If you have problems answering them yourself, ask someone you trust for their answers – others often see things we take for granted.)

1. What personal traits or values make you who you are?
2. What are your natural strengths?
3. What are some of your important career and life experiences?
4. What is it about you that uniquely qualifies you to serve your clients?
5. In what areas do you have expertise?

Although these questions may seem simple, they are designed to help you go deep enough to discover what makes your practice unique.

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**FREE "Top 10 Mistakes Attorneys Make and How to Avoid Them" E-book**

In a newly revised e-book, legal marketing expert Stephen Fairley outlines 10 of the most common marketing mistakes attorneys make that can lead to the failure of their business, and provides specific strategies and proven principles for avoiding these deadly errors.

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Regardless of your specific situation, this free e-book will help you examine how you are currently finding new clients and recommend specific steps you can immediately start using to grow your practice.

We have helped thousands of attorneys achieve their goals of creating a financially successful and personally satisfying legal practice. In this e-book you will discover specific principles and tools you can use to grow your practice, too.



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.

For more information Please go to:

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