

[Law Firm Marketing: How to Build Your Practice by Attracting Great Prospects](#)

By: [Stephen Fairley](#)

<http://www.TheRainmakerInstitute.com>

Ask any lawyer which area of law firm marketing they find the most difficult and you are likely to hear the same answer: attracting good prospects. Law firm marketing can be challenging; learning how to attract the ‘right’ prospects can be especially challenging. If you don’t find a way to attract good prospects, then your law firm marketing efforts stand little chance of succeeding.

“Who” you market to is just as important as how you market. You want to develop a law firm marketing plan that attracts only those clients that you can help, and those who will be the most profitable to your law firm.

Apply these 5 proven strategies to your law firm marketing plan for attracting the best clients:

Target your clients – You must identify your Ideal Target Market (ITM). Without completing this first step, your law firm marketing strategies may be in vain.

Explain your service – Be clear and concise. Learn to bridge the language gap between you and your clients.

Perfect a powerful elevator pitch – This is an extremely successful law firm strategy to have in place when meeting with prospective profitable clients.

Use effective law firm marketing tools - When developing law firm marketing materials, remember, this may be the first impression you make on prospective clients – make it a good one.

Disqualify clients – Don’t be afraid to say “no” to a potential client; you’ll be doing both of you a favor if you are not a good fit.

Attorneys who implement these crucial law firm marketing strategies can rest assured they will be attracting only the most qualified clients.

+++++

Stop Wasting Precious Time and Money

Feel like you don’t have time for marketing? Let us show you how to make a plan that runs on “autopilot” – one that attracts new and lucrative clients while you focus on your practice.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our **Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan**.

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

There are two versions: one for Attorneys in Solo Practice and one for Attorneys in a Small Firm.

[Click here](#) to download, and start using these proven strategies today!

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 7,000 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.

<http://www.therainmakerinstitute.com/>

<http://www.rainmakerretreat.com/>

http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets

<http://www.therainmakerblog.com/>