



[Top 5 Ways Press Releases Give a Boost to Your Law Firm Marketing](#)

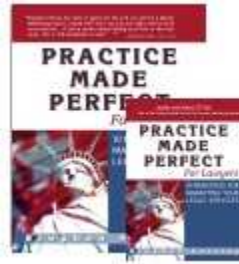
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by [Stephen Fairley](#)

A post at Hubspot today summarized the [benefits of press releases](#) for law firm marketing:

- 1. Quick dissemination of information and online access for media.**
Getting your press release picked up by as many publications or websites as possible is your main objective and Hubspot research shows that timing plays an important role. Your release is more likely to receive maximum viewership online if it is released over the weekend; media views spike during the weekend as well.
- 2. Helps build links.** Coverage spurred by press releases tends to create inbound links back to your website. Be sure to include your primary keywords in the release.
- 3. Makes it easier for journalists to cover you.** Having all the information you want media to know in one place makes it easier for journalists to cover you. Include company information as well as presentations and relevant research data with your releases.
- 4. Puts you in charge of your messaging.** Press releases provide a way for you to disseminate a unified message to everyone – journalists, clients, prospects, bloggers, social media, etc. Other content creators can draw upon one message: yours.





5. Provides content for other channels. A press release provides content for your other law firm marketing channels, including your website, your blog and your social media networks. Including photos and videos increases engagement significantly – a bump of 18% for photos and 55% for videos.

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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 9,000 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 10 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.

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 33 countries. 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.

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