



Social Media Marketing for Attorneys: Is it for You?

By: Stephen Fairley

Two-thirds of adults online currently use social networking sites like Facebook, LinkedIn, Twitter and others – an impressive statistic when you consider that just five years ago, only 5 percent of adults online were involved in social media.

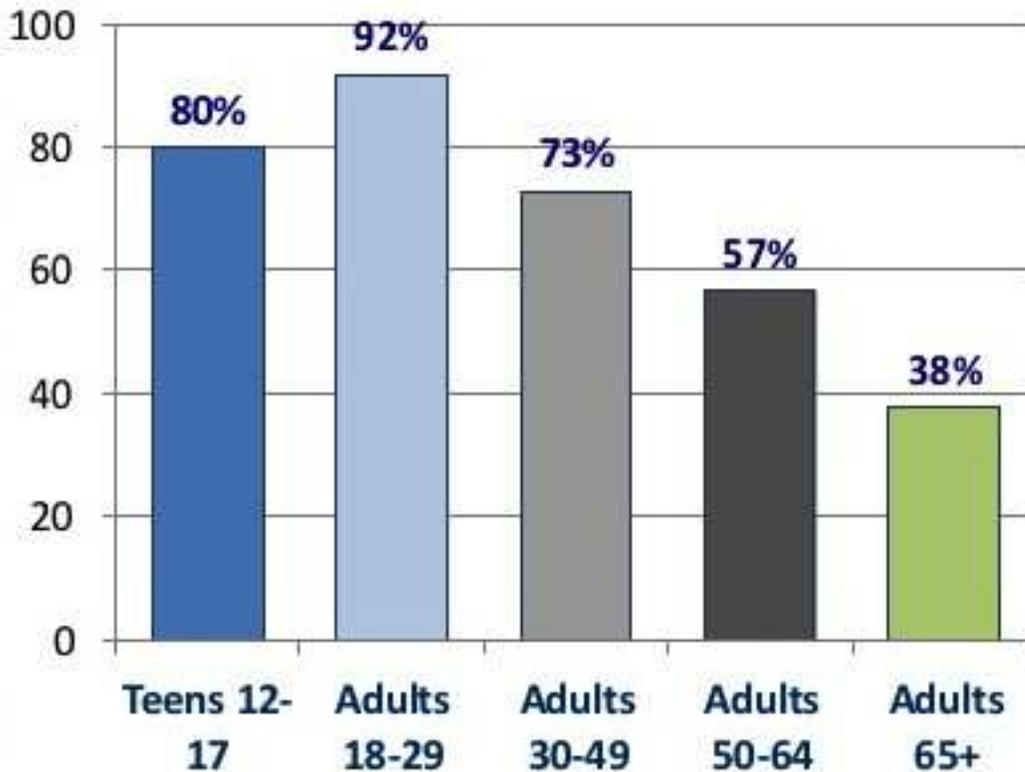
So what does this mean for your practice and law firm marketing efforts?

Should you step up your social media efforts or jump in if you haven't already? The answer is, it depends. And what it depends upon is your Ideal Target Market (ITM).

Remember the ITM? I talk about it a lot here and we focus on it at our Rainmaker Retreat session as well. Identifying and targeting the right market is absolutely critical to the success of your law firm marketing plan. If you don't target the right market, nothing else you do will matter. To be successful as a legal marketer and attorney, you have to start with a clear picture of your ITM.

Take a look at the breakdown of who is using social networking sites (SNS):

*% of internet users in each age group who use
SNS*



If you are a personal injury attorney or DUI lawyer, you should know that 62 percent of accidents in the U.S. involve drivers who are aged 18-49. Social media makes sense for you.

If you are a bankruptcy attorney, you should know that the average age of a U.S. bankruptcy filer is 40. Social media also makes sense for you.

You get the idea. Social media marketing is just one tool in a law firm marketing arsenal at your disposal. If it fits with your ITM, then you should be using it.

If you don't know how, then I invite you to attend a Rainmaker Retreat, our two-day law firm marketing boot camp where you will leave with a comprehensive marketing plan for your practice that incorporates your ITM and the strategic marketing initiatives you'll need to reach them. Here are the upcoming dates:

September 14-12, 2012 – Orange County, CA

October 5-6, 2012 – Orlando, FL

October 26-27, 2012 – Scottsdale, AZ

November 16-17, 2012 – New York City, NY

Registration information is available by visiting the Rainmaker Retreat website, www.RainmakerRetreat.com or by calling 888-588-5891.

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Secrets to Building a 7-Figure Lifestyle Law Firm: Proven Strategies from the Front Line

At The Rainmaker Institute, we define a “7-figure lifestyle law firm” as one that allows you to have the lifestyle that you want to live!

It’s more than just money or achieving a million dollars in revenue.

It’s about creating a lifestyle where you do what you love and building a business around your core values and interests.

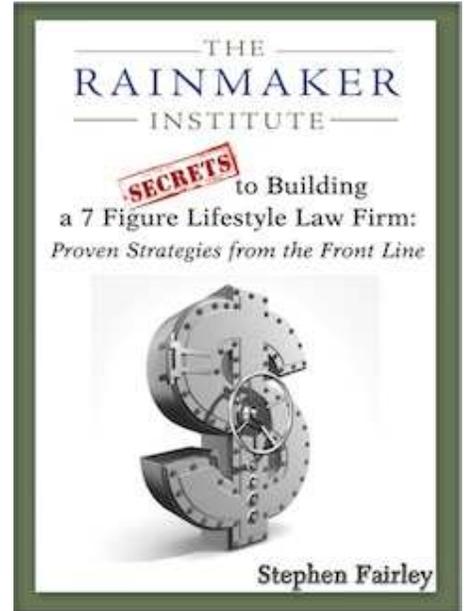
In this recording of an interview between Stephen Fairley, CEO of The Rainmaker Institute, and nationally recognized attorney John Bisnar, Stephen asks John to share with us some of the secrets he has used to create a law firm that allows him to go into the office only one day a week and take, on average, 3 to 4 months of vacation every year - all the while managing a very successful, multi-million dollar law firm!

You will receive either a CD or MP3 recording, plus we will email you a PDF transcript of the interview.

This interview will help you discover:

- The difference between a law practice and a business
- How to identify superstar employees to help you run your business
- The difference between an Office Manager and a Business Manager
- The 7 essential systems your firm must have & how to implement them
- How to micromanage the client experience
- Critical keys to success
- And much more!

Click this link now to order *Secrets to Building a 7-Figure Lifestyle Law Firm: Proven Strategies from the Front Line*.





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.

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