

## Law Firm Marketing: Internet Marketing for Rainmakers/Part 5 of 5

**By: Stephen Fairley**

<http://www.TheRainmakerInstitute.com>

Final strategies for becoming a Rainmaker on the Internet:

**Submit your articles online.** Submitting short educational articles on the Internet is one of the easiest, fastest, and cheapest ways to increase your visibility and the traffic to your website. There are literally thousands of directories on the Internet that will republish your article on their websites at no cost. Simply Google “article directories” for a list.

### *Key Action Points:*

- **Keep your articles short**—between 400 and 700 words. Remember, people don’t read online, they scan. Use plenty of bullet points, clearly differentiate sections, and keep your paragraphs short.
- **Write for a specific audience.** Keep in mind your ideal clients, and write the article for them—not for other lawyers. Tell a case study. Use an example. Make it practical, interesting, and personal, as if you were speaking directly to the reader. Never use legal jargon unless you explain it.
- **Grab their attention with the title.** Make sure your title is less than ten words, has a number in it when possible, and tells them how to solve a problem. The title must grab the reader’s attention from the start. For example: “5 Mistakes,” “7 Pitfalls,” “3 Steps,” etc.
- **Tell, don’t sell.** Focus your article on informing and educating your reader about a specific topic. Don’t focus on “selling” your services. The goal is to get readers to visit your website.
- **Don’t be generic.** Give your opinion or state your perspective. People are looking for answers, not just questions.
- **Determine if your article is a good fit for the site.** Some sites target business professionals, others target individual consumers. Some have sections for each group. If they give you the choice, make sure you select the category that is most appropriate for your article and that best represents your target market.
- **Only submit to websites that allow you to include your contact information with a live link back to your website.** If they are not willing to give you a live link back to your website, go somewhere else.
- **Give people a reason to contact you.** Offer them a special report at your website or something else that will give them an incentive to contact you.
- **Create a Google Alert** at [www.google.com/alerts](http://www.google.com/alerts) to help you track where your articles are posted to and when they come out (set either your name or the title of your article as the Alert).
- **Manage your expectations.** Writing and submitting articles to various websites will rarely result in a new client. There are three major reasons why you should use this technique: (1) It will increase your visibility on the Internet. The search engines love free information (which is what your article is). (2) It will increase the number of visitors to your website through the direct

links at the bottom of each article and by increasing the position of your website on the search engines. (3) It will increase your credibility. When an important prospect searches for your name on the Internet and comes up blank, that doesn't look good. Having several websites with your articles posted on them immediately increases your credibility to prospects investigating which lawyer they want to hire.

**Take action fast.** One of the hallmarks of a top rainmaker is the ability to take action fast. It's easy to put things off. It's easier still to stay a cynic. The real challenge is acting on what you have learned.

Here's my challenge to you: Write down three to five specific strategies you will start implementing in the next 30 days. Give yourself realistic time frames and find someone to hold you accountable. Then go out and take action.

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- The importance of being perceived as a specialist
- Why most advertising is a waste of your money
- What to expect from a Yellow Pages ad
- The 3 marketing strategies that will produce 80% of your results
- How to influence the Know, Like and Trust factors
- Common marketing mistakes lawyers make and how to avoid them
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- Ways to attract your Ideal Target Market
- The 6 stage sales process you must follow for maximum success

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 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.

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