

Becoming a Rainmaker

Becoming a Rainmaker: Practice Development Strategies for Small and Solo Law Firms

This information-packed seminar will help you discover and apply specific marketing strategies to find more clients fast and rapidly increase your revenues.

To achieve financial success and compete against larger competitors, small law firms must rely on cost-effective, high-impact marketing techniques and discover how to maximize their return on investment (ROI) for all their business development efforts.

This begins by learning how to identify your ideal target market, select the best strategies to reach prospects, build a powerful referral network, and implement your plan on a consistent basis. This seminar is designed to give small law firms the necessary tools to create and implement a strategic business development plan and to help attorneys who want to aggressively build their book of business.

Join us and discover:

- ✓ The 7 ways to find more clients and how to pick the best ones for your firm
 - ✓ How to build a network of over 30 new referral sources in the next 6 months
 - ✓ Change your website from just an online brochure to a money-making machine
 - ✓ Passive versus active marketing and why you need both
 - ✓ Creating client-generating surveys: when to use them and how to leverage them
 - ✓ Automating your marketing system
 - ✓ How to ethically position yourself as a specialist in your area
 - ✓ How to promote your firm to 150,000 people for \$82
 - ✓ Avoid the most deadly marketing mistakes attorneys make
 - ✓ Why advertising doesn't work and what to do instead
 - ✓ Where to find and how to create positive media coverage for your firm and your clients
 - ✓ The #1 reason why attorneys don't receive more referrals and how to overcome it
 - ✓ Using visibility events to attract highly qualified prospects to your firm
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Program speaker

Stephen Fairley, M.A., RCC, is a best-selling author and one of the nation's leading law firm marketing coaches.

Fairley is the international best-selling author of nine books, including *Practice Made Perfect for Lawyers* and the *Becoming A Rainmaker* audio CD program. He was recently named "America's Top Marketing Coach" by CoachVille, the world's largest coaching association.

In the last year, more than 4,500 attorneys have attended his workshops and seminars. He has received national recognition for his work as a business coach in the *ABA Journal*, *Harvard Management Update*, *Entrepreneur* magazine, *Fortune Small Business*, the *Chicago Tribune*, and on the front covers of *Advantage* and *Choice* magazines.

As president of Today's Leadership Coaching, Stephen specializes in helping law firms rapidly increase revenues and find new clients fast. You can find out more about his cutting-edge programs at: www.YourPracticeMadePerfect.com and www.RainmakerRetreat.com.