

Rainmaker Seminar is a Huge Success at the New York State Bar Associations Annual Convention

The recent "Becoming a Rainmaker" seminar at the New York State Bar Association's annual convention was one of their largest sessions ever. Over 250 New York attorneys packed the room to hear practice building strategies designed to help them find more clients and generate more revenues.

New York, NY ([PRWeb](#)) February 23, 2005 -- In what's being billed as one of the largest sessions the New York State Bar Association has ever had, their recent "Becoming a Rainmaker" seminar was an unexpected success. A typical turnout for a practice build event like this is 50 to 100 attorneys, but more than 250 packed out the standing-room only seminar on January 23, during the 2005 annual convention of the bar association.

"This seminar provided me with a great springboard for starting my new practice," said attendee Patrick Delgado of Haugguage. But even established lawyers found much value in the sales and marketing seminar. Solo practitioner Elisabeth Kovac of New York City found that it offered specific strategies that are easy to implement. I had no idea marketing could be so easy."

Stephen Fairley, best-selling author of 9 books including the just released "Practice Made Perfect for Lawyers: 10 Principles for Marketing Your Legal Services" (TLC Business Press, 2005), was the seminar leader. Fairley, president of Today's Leadership Coaching, a Chicago-based business coaching company, presented three hours of practice building strategies for solo practitioners and small law firms.

"There are more than one million attorneys in the US and 85% of them work in a firm with less than 10 lawyers," says Fairley. "In every small firm it is the responsibility of every attorney to practice rainmaking skills in order to compete in this fierce environment." The last few years have seen numerous mergers and acquisitions by large New York firms, significantly increasing the amount of local competition. This can be a real motivator to small firm owners like Sumeeta Gawande of Brooklyn who said, "the interactive program really forced me to actively plan my marketing strategies."

"Of the seven ways legal firms use to find new clients, Fairley has found advertising to be one of the most commonly used, yet least effective. A much better way is to use educational marketing through seminars, workshops, and information products such as audio CDs and special reports. There are three things every client wants from their attorney-information, education, and expert advice. The best way to present all three is to use education-based marketing." He notes this approach has the added benefits of positioning you as an expert to your audience, increasing your credibility, and differentiating your firm from your competition; all of which are necessary to succeed. One of the best ways to do this is to speak at events and hold seminars. That is exactly the marketing tactic Garden City attorney Charles Skop intends on using. Stephen Fairley inspired me to go out and get involved with a trade industry servicing my specialty."

For more information on the "Becoming A Rainmaker" seminar, call 1-888-588-5891 or visit:
<http://www.TodaysLeadership.com>.



About the "Becoming a Rainmaker" Seminar

The "Becoming A Rainmaker" seminar is co-sponsored by Today's Leadership Coaching (TLC), a Chicago-based business coaching firm. Stephen Fairley is president of TLC and the best-selling author of 9 books including "Practice Made Perfect for Lawyers" and the audio program "Becoming A Rainmaker." For more information about TLC, visit <http://www.TodaysLeadership.com>.

Richard Hackett, President of the Legal Career Center Network (LCCN) co-sponsors the seminar series. LCCN specializes in helping state and local bar associations provide online career services, job listings, and education conferences for their members including career conference and practice building seminars. For more information about the LCCN or to schedule a seminar for your bar association, visit <http://www.thelccn.com> or call 800-659-5589.

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