

Attorneys Learn to Become Rainmakers at the New York State Bar's Annual Meeting

The New York State Bar Association hosts the "Becoming A Rainmaker" seminar to help attorneys learn how to find more clients using cost and time effective marketing strategies.

New York, NY ([PRWeb](#)) January 23, 2006 -- The number of attorneys in the country grows by more than 30,000 every year according to the American Bar Association, yet more attorneys mean more competition and lower rates for practicing lawyers.

"Cut throat competition among lawyers in major metropolitan areas like NYC is causing bidding wars to break out between firms," says Stephen Fairley, president of Today's Leadership Coaching, a Phoenix-based firm specializing in legal marketing strategies for attorneys (<http://www.YourPMP.com>).

Fairley is scheduled to present his seminar, "Becoming A Rainmaker," at the annual meeting of the New York State Bar Association (NYSBA) on January 24. In the last year, more than 2,500 attorneys attended the seminar which was sponsored by more than 20 state and local bar associations. This is the second year in a row Fairley will give his seminar for the NYSBA's annual convention. Last January, a sold out audience of more than 273 attorneys showed up.

His top three recommendations for helping attorneys find more clients and generate more revenues are:

1. Automate your marketing system. "Solo practitioners and partners at small law firms have a very limited amount of time, energy, and money when it comes to marketing. The key to success is in creating a system that works and then automating it," states Fairley. A marketing system includes specific goals and activities an attorney commits to doing in the next 30-60 days. Common marketing activities are: going to networking events, speaking at a seminar, sending out client satisfaction surveys, or submitting an article.

2. Clearly define your target market. Fairley teaches that one of the biggest mistakes attorneys make is to not have a clear definition of their ideal target market—who they want to do business with. "Ask a typical attorney who their client is and you will receive a response something like 'anyone with money.'" That's not good enough, he asserts. Your profile should include common demographics, specific needs and challenges, and their industry or profession.

3. Build a network of referral partners. The average attorney has between 3-5 referral sources who have sent them a client in the last 6 months. Using a step-by-step system, Fairley shows attorneys how to build a vast network of dozens of referral partners. The first step is finding the right person who already has a relationship with or who does business with the people you want as clients. He recommends sending them a brief letter of introduction to set up a face to face meeting to build the relationship and see if they are interested in becoming a referral source.

Fairley is next scheduled to present his "Becoming A Rainmaker" seminar in Los Angeles on February 28 and Irvine, CA on March 1.

About Stephen Fairley and the "Becoming a Rainmaker" Seminar

The "Becoming A Rainmaker" seminar is led by Stephen Fairley, best-selling author and president of Today's Leadership Coaching, a Phoenix-based business coaching firm. Fairley specializes in teaching attorneys to

become powerful Rainmakers by applying proven marketing strategies and was named "America's Top Marketing Coach" in 2004. For more information, visit <http://www.YourPMP.com> or <http://www.RMGym.com>

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