

## **Attorneys Must Let Go of Traditional Marketing Techniques, Rainmaker Institute Says**

*Practicing attorneys are facing more competition and the need to find new ways to stand out from the rest. According to Stephen Fairley and Travis Greenlee of The Rainmaker Institute, lawyers need to let go of traditional marketing techniques and focus on what really works in today's world.*

Boston, MA (PRWeb) March 22, 2007 -- With close to 50,000 active attorneys in the state of Massachusetts alone, practicing attorneys are facing more competition and the need to find new ways to stand out from rest.

Stephen Fairley and Travis Greenlee of The Rainmaker Institute specialize in legal marketing strategies for attorneys. "Lawyers need to let go of traditional marketing techniques and focus on what really works in today's world," says Fairley. "Techniques like the yellow pages and mass advertising do not work like they used to."

Boston is Fairley's next stop where he will present his seminar "Becoming a Rainmaker". This is the third year in a row Fairley will give this seminar to attorneys across the country. More than 5,500 legal professionals have attended the seminar in the last two years to learn new ways to market their law firm and specific ways to find better clients and generate more revenue. Past seminars have been sponsored by more than 20 state and local bar associations.

For more information about the seminar visit <http://www.RainmakerRetreat.com/becomingarainmaker>

According to Fairley, there are really only 7 ways to find new clients and most successful attorneys don't use all of them. The law firm marketing strategies depend on the attorney's target market and what is allowable in their location. His top three strategies include:

1. Referrals: from existing and former client, friends, family members, other lawyers, strategic partners, legal referral sources and business associates.
2. Public Presentations: formal presentations, workshops, seminars, speaking for associations and organizations
3. Direct Communication: telemarketing, direct sales calls, postcards, direct mail pieces, ezines, newsletters and direct sales letters.

Fairley is also scheduled to present his "Becoming A Rainmaker" seminar in Chicago in May. Visit [www.RainmakerRetreat.com/becomingarainmaker](http://www.RainmakerRetreat.com/becomingarainmaker) or call 888-588-5891 for more information.

About Stephen Fairley and the "Becoming a Rainmaker" Seminar

The "Becoming A Rainmaker" seminar is led by Stephen Fairley, best-selling author and CEO of The Rainmaker Institute, a Phoenix-based business coaching firm. Fairley specializes in law firm marketing and teaching attorneys to become powerful Rainmakers by applying proven marketing strategies. Mr. Fairley was named "America's Top Marketing Coach" in 2004. For more information, visit



<http://www.YourPracticeMadePerfect.com> or <http://www.RMGym.com>

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