



Los Angeles Lawyers Learn How to Build Million Dollar Law Firms with Proven Rainmaker Marketing System - Los Angeles County Bar Association Members Attend Two Day Rainmaker Retreat

The Rainmaker Retreat was held April 25-26, 2008 in downtown Los Angeles. During this two-day law firm marketing boot camp, Rainmaker CEO and best-selling author Stephen Fairley and Master Business Coach Travis Greenlee taught small and solo law firms proven, step-by-step strategies to build successful, seven-figure practices. It was presented by The Rainmaker Institute, LLC, the nation's largest law firm marketing company for small law firms and was sponsored by the Los Angeles County Bar Association (LACBA).

([PRWeb](#)) April 30, 2008 -- The Rainmaker Retreat was held April 25-26, 2008 in downtown Los Angeles. During this two-day law firm marketing boot camp, Rainmaker CEO and best-selling author Stephen Fairley and Master Business Coach Travis Greenlee taught small and solo law firms proven, step-by-step strategies to build successful, seven-figure practices. It was presented by The Rainmaker Institute, LLC, the nation's largest law firm marketing company for small law firms and was sponsored by the Los Angeles County Bar Association (LACBA).

"Eye-opening! Demystifies the essence of focused and effective marketing to attorneys interested in growing their practice." says Frank Taboada, Los Angeles attorney who attended the Rainmaker Retreat this past weekend. Sponsored by the Los Angeles County Bar Association and held by The Rainmaker Institute, the Rainmaker Retreat is a two day law firm marketing program for small and solo law firm members to help them learn proven, step-by-step strategies to build successful, seven-figure practices.

"This was the most amazing insight into developing a law practice. After years of worry and confusion about how to develop strategies for success, I realized in the past 24 hours that the key is to operate the law firm as a business. Success seems inevitable." -- Suzanne Alpert

"Retreat was chocked full of simple techniques that will propel our firm to the next level. The tools provided will help our firm be head and shoulders above the competition." -- Jerry Rothman

Some of the strategies the small and solo law firms learned included:

- How attorneys can create a network of referral sources in 90 days
- How to use "keep in touch" letters to generate more qualified referrals
- 5 proven strategies to get more attention, command more respect and charge higher fees
- The top 10 deadliest mistakes attorneys make with their websites and how to avoid them
- Steps for creating a personalized Law Firm Marketing Action Plan (MAP)

Stephen Fairley, one of the presenters at the Rainmaker Retreat, is CEO of The Rainmaker Institute, the nation's largest law firm marketing company for small law firms. He is the international bestselling author of 10 books. Travis Greenlee, the other key presenter, is a Master Business Coach and former financial consultant with Merrill Lynch. Greenlee specializes in helping small and solo law firms leverage the internet to attract more and better



clients and increase their revenues.

About The Rainmaker Institute, LLC and the Rainmaker Retreat

The Rainmaker Institute, LLC is the nation's largest strategic law firm marketing company specializing in helping small law firms. Stephen Fairley, named "America's Top Marketing Coach," is CEO of the company, a best-selling author of 10 books and a nationally recognized law firm marketing expert. For more information, call 888-588-5891 or visit www.RainmakerRetreat.com

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