

Law Firm Marketing Boot Camp Produces Results for Lawyers

The millions of dollars spent every year on advertising by law firms may be a complete waste of money. At the Rainmaker Retreat, a 2-day law firm marketing boot camp, the nation's largest provider of strategic law firm marketing services for small law firms teaches attorneys specific steps to find more referrals, generate better clients and how to build their law firm without using expensive advertising techniques.

Las Vegas, NV ([PRWeb](#)) October 30, 2007 -- Law firm marketing is big business. Firms around the country spend hundreds of millions every year on advertising, yellow page ads, television commercials and dozens of other avenues in their attempt to attract more and better clients.

However, it may be a complete waste of money, says Stephen Fairley, CEO of The Rainmaker Institute, the nation's largest provider of strategic law firm marketing services for small firms. "There are over one million active attorneys in America and 43,000 new graduates every year. Competition is fierce and small law firms are feeling the squeeze to market their services."

It wasn't until the mid 1970s that attorneys first started to actively market their legal services and many attorneys still believe it's a sign of desperation and perhaps even incompetence to advertise their law firm.

"There is still the mentality that all you have to do is just be a great attorney and clients will flock to your law firm. That may have been true twenty years ago, but it certainly is not the case today," remarks Travis Greenlee, president of The Rainmaker Institute. Travis Greenlee is a nationally recognized law firm marketing expert who specializes in internet marketing for attorneys. "The internet has transformed the way law firms find new clients. We now have dozens of attorney clients who are making an additional six figures just from their internet marketing efforts."

The Rainmaker Institute counts over 6,000 attorneys who have attended their Rainmaker marketing programs and to meet the growing demand for their services they have just expanded the fall locations for their two day marketing boot camp for lawyers, the Rainmaker Retreat (see www.RainmakerRetreat.com).

"We typically present the Rainmaker Retreat every quarter at major cities around the country, but due to increased demand, we expanded the number of locations this fall. The next one will be held on November 16-17 in New Jersey and sponsored by the New Jersey State Bar Association. We will finish up the year by going back to Las Vegas on November 30-December 1," reports Stephen Fairley.

At the Rainmaker Retreat attorneys are taught specific steps to find more referrals, generate better clients, and how to build their law firm without using expensive advertising techniques. "Most of our clients are small law firms who cannot afford a TV campaign, plus it just doesn't give a good return on investment for their money. So we teach them more effective techniques like how to create a network of referral sources in 90 days and using keep in touch letters to generate more referrals," says Fairley.

Attorney Geoffrey Evers, a partner in a Sacramento law firm, recently attended the Rainmaker Retreat and



estimated the money his firm invested in the program "will come back at least ten fold. The one thing you will learn is that it's simple and easy. If you just follow the steps you will increase your business. The marketing just falls into place and you don't have to do it, you can have your staff do it." The Rainmaker Institute has found the number of attorneys bringing their staff to the weekend programs has significantly increased.

Charles Jamison, a partner in a Family Law practice in West Palm Beach, Florida, brought his office manager and marketing assistant. He found the law firm marketing seminar "invaluable to me and my staff and allowed us to create a game plan that we are taking back to the practice and will institute immediately." He went on to say "this is the best money that could be spent and if you're not bringing your staff than you're not doing this right."

For more information about upcoming Rainmaker Retreats visit: www.RainmakerRetreat.com

About The Rainmaker Institute and the Rainmaker Retreat

The Rainmaker Institute 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 9 books and a leading law firm marketing expert. Travis Greenlee is president of the company and a nationally recognized law firm internet marketing strategist. For more information call 888-588-5891 or visit www.RainmakerRetreat.com

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