

## **Nation's Top Law Firm Marketing Expert Reveals Closely Guarded Trade Secrets in New Magazine Designed to Help Solo and Small Law Firms Build Seven-Figure Practices**

*The Rainmaker Advisor is a high-quality print magazine being introduced by The Rainmaker Institute. The magazine is designed to give small and solo law firms practical strategies and proven techniques for building a million dollar law practice. It will feature stories by Rainmaker Institute CEO and top law firm marketing expert Stephen Fairley and other recognized leaders in law firm marketing. It will be available by subscription at 888-566-8591 or at [www.TheRainmakerAdvisor.com](http://www.TheRainmakerAdvisor.com).*

Los Angeles, CA ([PRWeb](http://PRWeb)) June 24, 2008 -- The Rainmaker Institute, LLC, the nation's largest law firm marketing company for small law firms, announced today that it will be unveiling the premier issue of The Rainmaker Advisor magazine at the first annual Small Firm and Solo Conference, being held at the Los Angeles Convention Center on June 26 and 27, 2008. As part of the premier issue, Rainmaker Institute CEO and top law firm marketing expert Stephen Fairley will reveal several of his closely guarded strategies for law firm marketing.

Stephen Fairley explained, "The Rainmaker Advisor Magazine has been developed to make the proven Rainmaker Marketing System for small and solo law practices available to a wider audience. Each issue will have its own law practice marketing theme. The principals subscribers will read about in this quality print magazine are not theoretical. They will all be practical law firm marketing techniques of proven value with wide applicability."

The magazine is intended to be used as a step-by-step guide for lawyers to build their practices. Each issue will feature tips, techniques, and insights along with in-depth articles written by well-respected marketing experts.

A few of the articles in the inaugural edition of the magazine include:

Seven Steps for Using LinkedIn.com as a Business Development Magnet, by Raymond "Chip" Lambert, CEO of Network2Networth.

Natural Networking Strategies: Building Relationships with Prospective Referral Sources, by Robert Brennan, Esq., the leader of Brennan, Wiener & Associates in Los Angeles.

5 Strategies for "Reality-based" Marketing, by Ruth Klein, MS, a branding, marketing, publicity and time-management consultant to professional service providers.

Supercharge your Law Firm's Client Referral: Marketing through Client Service, by Reid F. Trautz, Principal in Firm Resolutions, and an expert law firm advisor.

Changing the Way Americans Think About Lawyers, by Melani Ward, founder of Hot Button Copy.

Magazine subscriptions can be obtained by visiting [www.TheRainmakerAdvisor.com](http://www.TheRainmakerAdvisor.com) or calling 888-588-8591.

About The Rainmaker Institute, LLC

The Rainmaker Institute, LLC is the nation's largest strategic law firm marketing company specializing in

helping small law firms. Over 6,000 attorneys have benefited from applying the proven Rainmaker Marketing System. Stephen Fairley, CEO, was named "America's Top Marketing Coach," and is 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.TheRainmakerInstitute.com](http://www.TheRainmakerInstitute.com).

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**Contact Information****STEPHEN FAIRLEY**

The Rainmaker Institute

<http://www.TheRainmakerAdvisor.com>

888-588-5891

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