

## Law Firm Marketing Boot Camp for Estate Planning and Business Attorneys Comes to Phoenix

*The Rainmaker Institute, WealthCounsel, and Attorney Jeff Matsen, one of Worth magazine's "Top 100 Attorneys," will present the first Rainmaker Retreat tailored to the needs of estate planning and business attorneys in Phoenix on March 19-20.*

Phoenix, Ariz. ([PRWEB](#)) February 22, 2010 -- The Rainmaker Institute, the nation's largest law firm marketing company that specializes in helping small and solo firms, has partnered with Jeffrey Matsen, one of the country's leading estate planning attorneys, and WealthCounsel, one of the nation's largest estate planning associations, to create a special edition of The Rainmaker Institute's extreme legal marketing boot camp. The Rainmaker Retreat: Jeff Matsen Edition for Estate Planning and Business Attorneys will be held in Phoenix on March 19-20. The Rainmaker Retreat is a two-day marketing boot camp that shows attorneys how to grow their business through effective and ethical legal marketing strategies and implementation.

"Attorney Jeffrey Matsen has a national reputation as an estate planning attorney and asset protection specialist. He brings a new element and specific expertise to this Rainmaker Retreat that we have not had in previous retreats," said Stephen Fairley, CEO of The Rainmaker Institute. "Having his knowledge and experience coupled with the proven techniques of the Rainmaker System has allowed us to create a Rainmaker Retreat that every estate planning attorney and business attorney looking to build their business and create more referrals will want to attend."

Participants in past Rainmaker Retreats have discovered how to generate more referrals and find new clients fast by implementing the techniques shared during the two-day law firm marketing seminar. While attorneys from all practice areas are invited to attend, the March 19-20 Phoenix Rainmaker Retreat will be specifically tailored to the needs of estate planning and business attorneys.

Topics that will be covered in the retreat include:

- Achieving Expert Status as an Attorney
- Building a Strategic Referral Network
- Creating Credibility in Your Practice Area
- Secrets of Highly Successful Attorneys
- Generating More Clients Using the Power of the Press
- Leveraging Technology: Beating the Big Firms on the Net
- Generating More Clients Using the Power of Speaking
- Advanced Technology Tactics for Small Law Firms and Solo Practitioners
- Creating Your Law Firm Marketing Plan
- Implementing Your Law Firm Marketing System

Early-bird registration with a substantial savings for the Rainmaker Retreat is available for a limited time. A special VIP registration is also available for attorneys looking for more personal attention. Registration information is available by visiting the Rainmaker Retreat website, [www.RainmakerRetreat.com](http://www.RainmakerRetreat.com) or by calling 888-588-5891.

For more information on Stephen Fairley and The Rainmaker Institute, visit their website, [www.TheRainmakerInstitute.com](http://www.TheRainmakerInstitute.com).

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

The Rainmaker Institute

<http://www.RainmakerRetreat.com>

(888) 588-5891

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