



Proven Law Firm Marketing To Be Featured Topic at State Bar of California Solo and Small Firm Summit in Long Beach

Legal Marketing will be a strong emphasis of the State Bar of California's Solo and Small Firm Summit in Long Beach, January 21&22. Stephen Fairley, CEO of The Rainmaker Institute, will be presenting in two breakout sessions and keynoting the opening and closing luncheons.

([PRWEB](#)) January 18, 2010 -- Legal marketing strategies and information will be a popular topic of discussion during the State Bar of California Solo and Small Firm Summit on January 21-22, 2010 in Long Beach. Multiple practice areas will be featured at the summit, which is being held in conjunction with the Section Education Institute. Stephen Fairley, CEO of the Rainmaker Institute, the nation's largest law firm marketing company that specializes in helping small and solo firms, will keynote the open and closing luncheons, and lead the discussion in breakout sessions on both days of the summit.

“There has never been a time where law firm marketing is so necessary and so fraught with peril,” said Fairley. “During these difficult economic times, attorneys are reluctant to spend money on legal marketing when cash flow is tight. They are right to be cautious, but their caution is misplaced. Their caution should be over how they spend their marketing dollar, not whether they spend any money on their law firm marketing.”

Mr. Fairley will present “7 Strategies to Recession Proof Your Law Firm” during the opening session on January 21. Later that day he, along with attorney John Bisnar, will present “5 Core Components of a Highly Successful Website and Blog” during the closing session. On Friday, Fairley is scheduled to present “8 Proven Steps to Double Your Referrals in 6 Months or Less.” He will then close out the 2nd Annual Solo and Small Firm Summit with “Unlocking the Secrets of Social Media: How to Leverage LinkedIn, Fix Facebook and Tweak Twitter for Your Law Firm” as the keynote speaker during the closing luncheon on Friday.

“A well-executed law firm marketing plan in this difficult environment can provide a significantly larger value for the money spent,” Fairley said. “So many attorneys and law firms have pulled back on their marketing budgets that those who are willing to create a strong plan and execute it well will find that they stand out because there are significantly fewer competitors engaging them in the marketplace. Internet marketing for lawyers is one method that is relatively low cost with high reward, and the summit focuses on that subject. The Solo and Small Firm Summit will provide them with the building blocks they need to create a strong law firm internet marketing strategy.”

The California Solo and Small Firm Summit will provide strategic solutions for the practice of law and the management of a practice. Designed for legal professionals who work in a solo or small firm practice, the Summit will feature power networking events, legal education classes, business management courses, and showcase products and services unique to the solo or small firm practitioner. Its overall objective is to offer strategies and tools that promote a thriving law practice. For information on the Solo and Small Firm Summit, visit http://www.calbar.ca.gov/state/calbar/calbar_generic.jsp?cid=14345 for registration information.

For more information on Stephen Fairley and The Rainmaker Institute, visit their website, <http://www.TheRainmakerInstitute.com> or call 888-588-5891.



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