



Law Firm Marketing In Demand At The State Bar of California Solo and Small Firm Summit.

Stephen Fairley, CEO of The Rainmaker Institute, presented four legal marketing seminars during the State Bar of California 2nd Annual Solo and Small Firm Summit in January. In the seminars attorneys discovered how to generate more referrals in a difficult economy.

Long Beach, California ([PRWEB](#)) February 16, 2010 -- With a difficult economy that has hit the legal industry hard, law firm marketing was a popular topic during the Second Annual Solo and Small Firm hosted by the State Bar of California last month in Long Beach. Stephen Fairley, CEO of the Rainmaker Institute, the nation's largest law firm marketing company that specializes in helping small and solo firms, delivered four legal marketing presentations during the opening and closing luncheons that received high praise from the 175 attorneys in attendance.

"The attorneys at the Solo and Small Firm Summit were hungry for legal marketing strategies that they could take home and implement right away," said Fairley. "Most of them have heard all kinds of sales pitches for law firm marketing programs that do not deliver the results they are looking for. What they heard at the summit is information they can use to design a law firm marketing plan that brings new business in the door."

On the opening day of the Summit, Mr. Fairley presented "7 Strategies to Recession Proof Your Law Firm" to teach attorneys what strategies top attorneys are using right now to get more clients in the door. Later that day he, along with attorney John Bisnar, presented "5 Core Components of a Highly Successful Website and Blog" during the closing session. "Internet marketing for lawyers is a very hot topic. John Bisnar is one of the few attorneys who consistently successful with their internet marketing efforts," said Fairley.

On the second day, Mr. Fairley presented "8 Proven Steps to Double Your Referrals in 6 Months or Less." For most law firms, referrals are the best way to build their business, but many attorneys have found the number and quality of their referrals have significantly decreased in the last year. He later closed 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.

"There was a great deal of interest in internet marketing for lawyers during the conference," Fairley said. "Our sessions on social media and website and online blog implementation gave these attorneys the exact information they needed to move forward with their law firm internet marketing strategy. They know the internet is a powerful marketing tool, but, like any tool, it requires a skilled operator to maximize its effectiveness. Given the level of interest among attorneys who attended the Summit, I'm positive there will be a third summit in 2011."

The 2nd California Solo and Small Firm Summit provided 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 featured 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 was to offer strategies and tools that promote a thriving law practice.



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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