

## Los Angeles Lawyers Overcome the Recession and Learn to Become Rainmakers

*Lawyers will learn how to become Rainmakers at the Rainmaker Retreat, a 2-day marketing boot camp for small law firms, in Los Angeles on November 13-14, 2009*

Los Angeles, California ([PRWEB](#)) October 22, 2009 -- It's no secret this economic recession has hit California hard. The state's finances are in perilous shape, and thousands of Californians have lost their jobs, including many lawyers. Nationwide, over 3,000 attorneys have lost their job in 2009, with many predicting more to come. "This recession is hitting in-house counsel as well as private practice attorneys in nearly every practice area very hard," says Stephen Fairley, CEO of The Rainmaker Institute, the nation's largest law firm marketing company that specializes in helping small and solo firms. In response to the growing need for attorneys to market their law firms in an ethical and effective way, The Rainmaker Institute is offering their Rainmaker Retreat law firm marketing boot camp in Los Angeles on November 13-14.

"The Rainmaker Retreat is a two day legal marketing boot camp for solo and small law firms to teach attorneys proven strategies to dramatically improve their legal marketing and business development efforts," says Fairley. "We give them step-by-step techniques they can take back to their office and immediately implement."

Participants in past Rainmaker Retreats have discovered how to generate more referrals and find new clients fast by implementing the techniques shared during the Rainmaker Retreat. Natalia Kabbe, an estate planning attorney, recently attended a Rainmaker Retreat in Chicago and said, "I have bought quite a few legal marketing programs and products and spent thousands on them. None of them were the 'total package' like the Rainmaker Retreat. I loved the step-by-step system!"

Topics 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
- Social Media for Small Law Firms
- Leveraging Technology: Beating the Big Firms on the Internet
- Generating More Clients Using the Power of Speaking
- Advanced Technology Tactics for Small Law Firms and Solo Practitioners

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

A sneak preview of the Rainmaker Retreat will be offered on Tuesday, October 27 from 1-2 pm PT | 4-5 pm ET and Thursday, November 5, from 2-3 pm PT | 5-6 pm ET. Visit [www.rainmakerretreat.com/teleseminars/preview/](http://www.rainmakerretreat.com/teleseminars/preview/) to register.

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

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