



New Jersey State Bar Association Sponsors The Rainmaker Institute's Legal Marketing Seminar to Members on November 17-19

Many attorneys are struggling to grow their law firms during this recession. The New Jersey State Bar Association is sponsoring a series of law firm marketing seminars by The Rainmaker Institute to help their attorney members generate more referrals.

Woodbridge, NJ ([PRWEB](#)) November 5, 2009 -- Stephen Fairley, CEO of The Rainmaker Institute, the nation's largest law firm marketing company that specializes in helping small and solo firms, will present "Becoming a Rainmaker" in a series of presentations sponsored by the New Jersey State Bar Association, the Essex County Bar Foundation, Middlesex County Bar Association, and the Camden County Bar Association. The legal marketing seminars will be given November 17-19, 2009 throughout New Jersey.

"This is a unique opportunity to show small and solo practice attorneys how they can take charge of their practice and begin to build the business they have always wanted," said Fairley. "The Becoming a Rainmaker legal marketing seminar has been sponsored by 22 of the largest state and local bar associations in the country. In it we teach our proven Rainmaker Marketing System, which has helped more than 6,000 attorneys across the country find more and better clients and establish a law firm marketing system for generating more referrals. We present simple techniques they can take back to their office and implement."

Some of the tools and techniques that will be covered during these three informative two-hour sessions include:

- Finding qualified clients for your law firm
- Increasing your referral network in the next six months
- Changing your website into a client generating resource
- Automating your law firm marketing system
- Avoiding marketing mistakes lawyers often make

On Tuesday, November 17, 2009 the Becoming a Rainmaker session will be hosted by the Essex County Bar Foundation at Veritext Court Reporting in Florham Park. The program will run from 6:00 - 8:00 p.m. The November 18 session, hosted by the Middlesex County Bar Association, will be at the Wilentz Law Firm in Woodbridge and will begin at 6:00 p.m. The final session, hosted by the Camden County Bar Association, will be held at The Mansion in Voorhees from 4:00 to 6:00 p.m. Admission to each presentation is \$77 for Bar Association members and \$97 for nonmembers. For additional information and registration, please go to <http://www.becomingarainmaker.com/njsba/>.

For more information on Stephen Fairley and The Rainmaker Institute, visit www.TheRainmakerInstitute.com.

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