



Rainmaker Institute CEO Stephen Fairley featured in September 2009 ABA Journal

Stephen Fairley's presentation at the Get a Life conference is featured as one way for attorneys to build their business by attracting more clients.

Phoenix, Arizona ([PRWEB](#)) September 14, 2009 -- Stephen Fairley, CEO of The Rainmaker Institute, a law firm marketing strategies consulting firm, is profiled in the September 2009 ABA Journal. The article is a synopsis of Mr. Fairley's presentation to the "Get A Life" conference, sponsored by the Total Practice Management Association, in Chicago, May 27-28, 2009.

"I am honored that the ABA Journal chose to highlight the presentation at the 'Get a Life' conference," said Fairley. "Attorneys work hard at their craft, and many of them have tremendous legal skills, but many do not have the marketing skills needed to make their practice into a seven-figure lifestyle. The 250 attorneys present at the conference received proven marketing and management strategies that can help them attract and retain more clients, and increase their revenue base."

Mr. Fairley's presentation focused on creating the right systems, and having the right people in the right places within those systems. He advocates "simple" systems, which are not to be confused with easy. Attracting business and website traffic is only part of the system. Without adequate resources to take advantage of the additional traffic and referrals, the net benefit to the attorney is negligible.

For more information on Stephen Fairley and The Rainmaker Institute, visit their website, www.therainmakerinstitute.com.

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