



## **The Rainmaker Institute and Nationally Recognized Estate Planning Attorney Present Legal Marketing Workshops For Estate Planning Attorneys at WealthCounsel Atlanta Event**

*Estate planning attorneys attending WealthCounsel's Education Event in Atlanta can attend a complimentary session on "Becoming A Rainmaker." The workshop is part of a new joint venture between The Rainmaker Institute and Jeff Matsen, one of Worth magazine's "Top 100 Attorneys."*

Atlanta, Georgia ([PRWEB](#)) November 16, 2009 -- The Rainmaker Institute, the nation's largest law firm marketing company that specializes in helping small and solo firms, has partnered with Jeffrey Matsen, one of the country's leading estate planning attorneys, to create a special edition of The Rainmaker Institute's extremely popular Becoming a Rainmaker seminar just for estate planning and business attorneys. Fairley and Matsen will debut the specialized "Becoming A Rainmaker" presentation during the December 10 WealthCounsel education conference in Atlanta.

"Jeffery Matsen is one of the premier estate planning attorneys in the United States," said Stephen Fairley, CEO of The Rainmaker Institute. "Having his knowledge and experience coupled with the proven techniques of the Rainmaker System has allowed us to create a Becoming a Rainmaker presentation that every estate planning attorney looking to build their business and create more referrals will want to attend."

The Becoming a Rainmaker presentation gives attorneys proven strategies for finding more and better clients and an established system for generating more referrals. It also teaches the Rainmaker System, which has helped more than 6,000 attorneys across the country increase the effectiveness of their marketing efforts and boost their revenues. By partnering with Jeffrey Matsen, The Rainmaker Institute is able to bring a previously unavailable level of marketing expertise focused solely on the needs of estate planning specialists.

WealthCounsel is the nation's premier provider of legal education and software tools for estate planning attorneys. The December 10 education event will be held at the Westin Peachtree Hotel in Atlanta. For additional information, go to [www.wealthcounsel.com](http://www.wealthcounsel.com).

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

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