



Secret Strategies at State Bar of California 82nd Annual Meeting

Stephen Fairley will present attorneys with proven legal marketing strategies for building a client base, referral networks and recession-proofing their practice.

Phoenix, Arizona ([PRWEB](#)) September 8, 2009 -- Stephen Fairley, CEO of The Rainmaker Institute, a law firm marketing company, will present "The Top 10 Secret Strategies Used by Rainmakers: How to Build a 7 Figure Law Firm During Difficult Times" on Thursday, September 10 during the State Bar of California 82nd Annual Meeting. The meeting will be held in San Diego, September 10-13, 2009.

Mr. Fairley will present specific strategies for attorneys who want to attract more and better referrals. The legal industry has seen over 3,000 attorneys laid off in 2009. During these difficult economic times, savvy attorneys have the opportunity to boost their business to the level they desire by taking advantage of the current conditions and marketing their law firm aggressively and effectively.

Mr. Fairley will cover ten proven strategies small firms and solo practitioners can use to build a seven and eight figure law practice. Some of the topics to be covered include: learning how to triple referrals in 90 days, recession proofing your practice, staying connected with current and former clients, the benefits of online social communities, and three "real life" tools that can be used immediately to generate more and better referrals. For more information on Stephen Fairley and The Rainmaker Institute, visit their website, www.therainmakerinstitute.com.

The State Bar of California Annual Meeting offers attorneys numerous networking, continuing legal education credit opportunities and high-profile international speakers on topics of interest to the legal profession. For additional information on the State Bar of California Annual Meeting, visit www.calbar.ca.gov/annualmeeting.

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