

— THE —  
**RAINMAKER**  
— INSTITUTE —

*Discover the Power of Being a Rainmaker*

**Becoming A Virtual Rainmaker Seminar:  
Advanced Internet Marketing Strategies for Lawyers at the  
Los Angeles County Bar Association**

*The Los Angeles County Bar Association will host an Advanced Internet Marketing Seminar for LA attorneys to help them discover how to build a referral based legal practice using a variety of internet marketing strategies to create online credibility and drive prospects to their websites.*

Los Angeles, CA ([PRWEB](#)) February 21, 2007 -- Can attorneys and law firms really find new clients and make money on the internet? "Absolutely," states Stephen Fairley, CEO of Today's Leadership Coaching, a Phoenix-based law firm marketing company. "In fact, one of the most powerful marketing strategies small and solo law firms can use is to increase their online presence through a dynamic website, online articles, and a blog."

According to a recent study, over 70% of law firms now have a website, but very few attorneys report finding any new clients or making any money from it. Today's Leadership Coaching is addressing this issue with a new seminar series titled, "Becoming A Virtual Rainmaker: Advanced Internet Marketing Strategies for Small and Solo Law Firms" (see <http://www.RainmakerRetreat2.com/aim> for more information).

Fairley and business partner Travis Greenlee are scheduled to present the seminar on February 28, 2007 from 6-8pm at the Los Angeles County Bar Association (<http://www.lacba.org>) headquarters, which is sponsoring the event. In the last two years, more than 5,500 attorneys have attended one or more of their practice development seminars for attorneys, several of which have been sponsored by the Los Angeles County Bar, one of the largest legal associations in California.

"With more than 90,000 attorneys in California, the competition among small law firms to land clients is difficult; especially when fighting against a firm with a six figure marketing budget." Fairley and Greenlee specialize in helping small law firms apply a legal marketing system to generate more referrals and find new clients without spending a lot of time or money.

Three of their recommendations include:

1. Automate your marketing system. "Too many attorneys use random marketing to build their practice. They try a little of everything. To be successful you need to implement an automated marketing system that consistently connects with your prospects and referral sources," states Greenlee. By harnessing the power of technology, attorneys leverage their time and multiply their income.

2. Develop a prospect attracting website. Fairley teaches that one of the biggest mistakes attorneys make is to have a traditional style website that speaks about the services they provide and their credentials. "Website visitors want to know what's in it for them. Your website should immediately state who you help and how you help them and you have to present it in a clear, concise, and compelling fashion because you only have 30 seconds to make an impression."

3. Build your online database. Greenlee teaches attorneys how to build a database of prospects and referral sources, all via the internet. "You can buy it -- using pay per click; build it -- gradually driving traffic to your site; or borrow it -- by creating joint ventures with other sites that attract your ideal prospect."

Fairley is next scheduled to present his "Becoming A Rainmaker" seminar in Boston in April 2007.

About Stephen Fairley and Travis Greenlee. Fairley is the best-selling author of 9 books and CEO of Today's Leadership Coaching, a Phoenix-based legal marketing company. Fairley specializes in teaching attorneys to become powerful Rainmakers by applying proven marketing strategies and was named "America's Top Marketing Coach" in 2004. Greenlee is president of Today's Leadership Coaching and is a nationally recognized internet marketing expert for small and solo law firms. For more information on their seminars call 888-588-5891 or visit: <http://www.RainmakerRetreat2.com/aim>

**Contact Details:**

**Phone:** (480) 659-9700 or (888) 588-5891

**Cell phone:** (630) 253-4290

**Fax:** (480) 907-2029

**Email:** [stephen\[at\]therainmakerinstitute.com](mailto:stephen[at]therainmakerinstitute.com)