

3 Steps Successful Attorneys Take to Grow Their Practices

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Law firm marketing is a competitive business. And there are many reasons why certain law firms fail to thrive or even survive.

However, in working with more than 8,000 attorneys over the years, I've discovered that there are essentially **3 main reasons why attorneys succeed in growing their practices**:

Time. Attorneys who succeed in marketing and growing their firms dedicate time to law firm marketing. It may not always be their time, but they have someone who tends to the knitting day in

and day out. They know that the world is full of lawyers who don't take the time to market themselves – and they use this to their advantage consistently.

Systems. Firms that excel in legal marketing have systems in place to run, monitor and measure their law firm marketing programs. By leveraging technology, there are several simple systems attorneys can use to create a “lifestyle practice”—a practice that supports the lifestyle you want to lead, rather than one that dominates your life.

Strategy. Legal marketing gurus know that a comprehensive strategy to grow your law firm is essential to your long-term success. Otherwise, you and your team lack direction. When you use a proven legal marketing strategy that consistently produces results, you can then set up legal marketing systems that, in turn, free up your time while increasing your client base, thereby increasing your revenue.

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