

# NEW YORK STATE BAR ASSOCIATION LAW PRACTICE MANAGEMENT MCLE

## BECOMING A RAINMAKER SALES AND MARKETING TECHNIQUES TO GROW YOUR PRACTICE

**Monday, January 24, 2005 - 5:30 - 8:00 p.m.**  
*Marriott Marquis, 1535 Broadway, New York City*

We have brought in one of the nation's leading marketing coaches to deliver a hands-on approach to helping you grow your practice and firm. The New York State Bar Association (NYSBA), with more than 70,000 members, is the nation's largest voluntary statewide association of lawyers. This practice development program is specifically designed to address the growing needs of the 45,000+ members who are either solo practitioners or in small to medium sized law firms.

Smaller law firms face many challenges and obstacles unique to their size. Often, they do not have large PR budgets, a full-time marketing director, or dozens of large corporate clients to rely on when times are tough. To build their practice and compete against much larger competitors, smaller firms must rely on more creative techniques and discover how to maximize their return on investment (ROI) for all their sales & marketing efforts. This begins by creating a powerful strategic plan, quickly identifying their Ideal Target Market, and implementing their plan on a day-to-day basis. This program is designed to give small to mid-size firms the tools they need to create and implement a plan for growth and success.

### PROGRAM SPEAKER

**Stephen Fairley, M.A., RCC**

Mr. Fairley is a best selling author of three books including "Practice Made Perfect" and was recently named "America's Top Marketing Coach". He has appeared in *Entrepreneur* magazine, *Inc* magazine, *Fortune Small Business*, *Harvard Management Update* and on the front covers of *Advantage* and *Choice* magazines. As president of Today's Leadership Coaching, he specializes in helping professional service firms to rapidly increase revenues and find new clients fast.

### PROGRAM OUTLINE

This information packed seminar will help you:

- Discover your Ideal Target Market
- Recognize the 7 ways to find new clients
- Implement the 4-stage Credibility Model
- Apply the 5 keys to becoming a Rainmaker
- Answer the 3 critical questions every prospect wants to know
- Utilize specific strategies for quickly developing a deep level of trust with prospects
- Avoid the top 4 strategic business mistakes attorneys make
- Understand why 90% of advertising doesn't work
- Identify the 7 real reasons why people don't utilize your services and how to overcome them
- Clarify the 5 major roles every firm must fill in order to succeed
- Develop a 12-month strategic marketing plan
- Focus on practical steps you can immediately implement in your practice in 30-60 days

### MCLE CREDITS

**3 credits in professional practice/practice management.**

This program provides transitional credit for newly admitted attorneys.





# NEW YORK STATE BAR ASSOCIATION

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**Live Program Pre-Registration (includes comprehensive handout):**

\$70 Member       \$95 Non-member/At the door

**Walk in Registration (includes comprehensive handout):**

\$95 Member       \$145 Non-member/At the door

**3 CD set (includes comprehensive handout):**

\$197 Member       \$247 Non-member

**“Practice Made Perfect For Lawyers” Marketing Manual & 2 CD set by Stephen Fairley:**

\$97 Member       \$147 Non-member/At the door

### REGISTRATION INFORMATION

This NYSBA Career Center program will be held during the Annual Meeting at:  
**The Marriott Marquis Hotel**, at 1535 Broadway, New York City (Times Square).

**To Register:** Go to the online registration form at <http://www.nysba.org/rainmaker>; You can call the NYSBA Legal Career Center at 800-659-5589 to register by phone (ask for Rebecca Hill); You also have the option to mail the below registration form to:  
New York State Bar Association, c/o Career Development Conference, One Elk Street, Albany, NY 12207. *Note: All “mail in” registrations must arrive before January 17, 2005 to avoid the “Walk in” fee.*

### REGISTRATION FORM

Name \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Firm \_\_\_\_\_ Address \_\_\_\_\_

Floor/Suite \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_ Email \_\_\_\_\_

AMEX Card Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. Date \_\_\_\_\_

Visa     MC Card Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. Date \_\_\_\_\_

Amount to charge \_\_\_\_\_

Enclosed is my check for \_\_\_\_\_, payable to the “Legal Career Center”.

Signature \_\_\_\_\_

