

# *Becoming a Rainmaker Seminar*

## Testimonials

### DEVELOPING AND IMPLEMENTING A STRATEGIC GROWTH PLAN

"The information on press releases and internet publishing alone was **worth the cost of the seminar.**"  
—Rick Walden, Partner (Los Angeles, CA)

"The Rainmaker seminar **reinforced that I need to take the time to do a strategic business plan** and look closer at potential strategic referral partners and how to reach them."  
—Lynn Altobello, JD, Solo Practitioner (Parlin, NJ)

"**Need to prioritize marketing.** Need to focus, develop finer tuned strategic plan."  
—Jeffrey Hall, JD (Princeton, NJ)

"**Great materials!** I especially liked the **great handout** because it helped me be an active listener."  
—Angele Robinson-Gaylord, JD (Chicago)

"The **first thing I'm going to do** when I get back to the office is **cancel my yellow page ad.**"  
—Fred Serpe, JD (Maywood, IL)

"This is a **great way to jump start a firm-wide marketing program.**"  
—Edward Rickert, JD, Partner at Smith, Rickert & Smith (Downers Grove, IL)

"The Rainmaker seminar **helped me organize my thinking on how to develop an action plan.**"  
—Jeffrey Hays, JD, Meckler Bulger & Tilson (Champaign, IL)

"One of the most important things I learned is **I absolutely need to set aside 1 day each week for marketing.**"  
—Oliver Nelson, JD (Rockford, IL)

"**I was shocked to discover how useless the yellow pages are!**"  
—Tammy Wendt, JD, Law Offices of Tammy L. Wendt (Oak Lawn, IL)

"Not only did Stephen **share insightful ideas**, he helped new ones crystallize as I listened to his strategies."  
—Scott Hendler, Partner, Austin, TX

"I like that the program is **not just philosophical, but actually offers steps to take.**"  
—Melissa Clark, Associate, Denver, CO

"The program did two things for me: corroborated ideas I already had and added additional ideas, then helped **give me an action plan to follow up.**"  
—Mike Farris, Partner, Sunnyvale, TX

"This seminar gave me some great ideas for starting to put **a more formalized and systematic marketing plan** in place."  
—Robert B. Scott, Partner, Indianapolis, IN

"This was **clear, concise and uncomplicated.** Very informative as well."  
—Michael S. Byron, Associate, Indianapolis, IN

"Your points are good. I appreciate the tone and commitment of a passion to **create an action plan**. I will follow up via email."

– Steve Barry, Indianapolis, IN

"**Excellent, excellent info**. Thanks for the action plan!"

– Christopher Knauf, Solo Practitioner

"**Informative for the younger attorney** who needs to develop an action plan for establishing and developing a client base."

– Ebonee N. Hamilton, Associate, Roseland, NJ

## **SIGNIFICANT INCREASES IN FOCUS, MOTIVATION, AND PRODUCTIVITY**

"**Stephen, thank you for that brilliant advice! I love this guy.**"

– Marcia N. Needleman, Esq. Partner at Levitt & Needleman (New York, NY)

"The Rainmaker seminar provided me with **solid, useful tactics I can immediately apply.**"

– Ronald Paja, JD (Stockton, IL)

"As a personal injury trial lawyer, the most valuable portion of this program was **learning to not focus on the features of my practice**, but the values and benefits."

– Stephen Phalen, JD (Chicago)

"**5 Stars! Make it longer!**"

– Paul Bach, JD (Northbrook, IL)

"**I learned a LOT from this program! I will use what I learned—promise!**"

– Samuel Levine, JD, Richard Mallen & Associates (Chicago)

"The Rainmaker seminar is **clear and concise. Well targeted to attorneys.**"

– Scott Redman, JD, Crowley Barrett & Karaba (Chicago)

"I learned that I need to **find someone to hold me accountable.**"

– Craig Smith, Riordan, Donnelly, Lipinski & McKee (Chicago)

"This program is excellent! In fact, it **should be mandatory in law schools** so that new lawyers can serve their clients better."

– Darius W., JD (Washington DC)

"The 'Becoming A Rainmaker' seminar energized me by convincing me that **effective marketing can be done systematically**. I'm now ready to put the plan into motion."

– Scott Cinnamon, JD, Partner (Washington DC)

"This program was very useful. The **material was specific and the speaker excellent.**"

– Jennifer Blunt, JD (Washington DC)

"Fairley's program and materials **gives structure to rainmaking rules and systems.**"

– David Parker, JD, Partner (Washington DC)

"This was **great, practical advice.**"

– Stephen Marchus, JD, Partner (Washington DC)

"This was a **great program on building my practice.**"

– *Darrell Mottley, JD (Washington DC)*

"**Dynamic and very useful!**"

– *Montgomery Sibley, JD (Washington DC)*

"A good overview with a **common sense approach.**"

– *Cliff Ernst, Partner (Austin, TX)*

"**Who-Ha! Loved It!**"

– *JoAnn Schmitz, Partner (Colorado Springs, CO)*

"**He gets us**"

– *Joseph R. Gallo, Solo (Waxahachie, TX)*

"This was a great program. Stephen really **motivated me to take action**, I can't wait to start. Very valuable information."

– *Mark Basurto, Partner (Tampa, FL)*

"Some **eye-opening truths about attorney marketing.**"

– *David Willig, Solo (Miami, FL)*

"A **straight to the point approach based on reality, not puff.**"

– *Austin Carr, Solo (Miami, FL)*

"Stephen's presentation was **worth far more than the money I paid**. I would **absolutely recommend the program to any lawyer who wants to increase business.**"

– *Joseph Fazio, Partner (Ft. Lauderdale, FL)*

"I'm just starting my own practice and had no knowledge as to how to market myself. This was a **good kick start.**"

– *Niurka J. Fernandez, Solo (Hollywood, FL)*

"Rainmaker seminar **gives hope to the little guy.**"

– *Michael Bryant, Solo (Ft. Lauderdale, FL)*

"**You can teach an old dog new tricks.** I am ready to commit to a 90 day plan and follow it up."

– *Gregory Nichols (Indianapolis, IN)*

"This is the **most valuable program ISBA has ever sponsored.**"

– *H. Joseph Certain, Partner (Marion, IN)*

"Informative suggestions that are **"outside of the marketing" box.**"

– *Stefanie Crawford, Associate (Indianapolis, IN)*

"Some **very valuable, easy to implement tips and strategies.**"

– *Douglas Schreiber, Partner (Woodland Hills, CA)*

"**Fantastic, Inspiring. Great Ideas.**"

– *Laine Wagenseller, Solo Practitioner (Los Angeles, CA)*

"**Great techniques!** Although I've heard and used a number of them, there were many others that I intend to use. **I'd definitely recommend this seminar to others.**"

– *Adam Zarren (Baltimore, MD)*

"The two hour seminar was great. **Only problem was that it did not last long enough.**"

– *Charlie Brown (Wilmington, DE)*

"The strategies are presented with underlying research and plenty of specificity. Even in two hours, I am **feeling more energized and ready to make changes.**"

– *Mary Keating, Solo (Baltimore, MD)*

"**This was one of the best spent hours in training that I have had in over 20 years of practicing law.** Practical and priceless for improving your practice and your life."

– *Susan Ann Koenig (Omaha, NE)*

"Interesting- **very different approach and perspective compared to similar seminars.** Worth attending!"

– *Marlon Lofgren, Law Firm Partner (Omaha, NE)*

"Wonderful Seminar. Very informative and **an outstanding speaker!**"

– *Denny Lee, Partner (Omaha, NE)*

"**Excellent ideas, innovative ways to implement them.**"

– *G. Moyer, Partner (Madison, NE)*

"Good introduction to the topic!"

– *Jill Ackerman, Partner (Omaha, NE)*

"Fabulous! Stephen **simplified the daunting task that I have been unable to face - marketing myself.**"

– *Leslie A. Lajewski, Partne (Roseland, NJ)*

"You are **definitely on the right track; very credible presentation, very well presented.** I enjoyed this seminar very much."

– *Bernard d. Pearl, Partner (West Caldwell, NJ)*

"Groovy"

– *Ivan Novich, Associate (Short Hills, NJ)*

"Very focused and concise presentation. Steve has **an excellent perception of what motivates clients to hire and retain attorneys.**"

– *Robert C. Novy, Esq., Partner (Manchester, NJ)*

"Unlike other marketing seminars, Stephen was **specific and practical.** I feel that I **have the tools to start developing my practice immediately,** and importantly, the motivation to do so."

– *Vanessa Kelly, Partner (Annandale, NJ)*

"Steve is a bundle of energy who makes you believe that **you can market yourself as well as the professionals.**"

– *Thomas E. Kupil, Partner (Cherry Hill, NJ)*

"Refreshingly **clear and direct and focused presentation.** Passionate and interesting and helpful."

– *Frank T. Araps, Esq., Partner (North Brunswick, NJ)*

"There was a lot of client development in the **client development presentation;** He practices what he preaches."

– *David F. Henschel, Other Legal Professional (Lancaster, PA)*

"This program was very helpful. I found the **speaker to be very credible and likable**. I would be interested in additional seminars."

– Anser Ahmad, Solo Practitioner (Philadelphia, PA)

"This was the **best CLE course I have taken in my fifteen years.**"

– Keith LePack, Partner (New York, NY)

## **INCREASED MARKETING EFFECTIVENESS BY PARTNERS & ASSOCIATES**

"This seminar **showed me the importance of marketing my results not my services**. I will focus on the results I can provide for clients, not the services, or 'tools,' I provide. Thanks."

– Fred Hughes, Esq (Westfield, NJ)

"This was **GREAT at bringing me back to the essential components of marketing my practice!**"

– Jeffrey Miller, JD (Chicago)

"**Very dynamic! This seminar brought marketing concepts to life.**"

– Carole Corns, JD Pugh, Jones, Johnson & Quandt (Chicago)

"**A very useful program for every attorney trying to build their business.**"

– Michael Favia, JD (Chicago)

"Stephen taught me that **building the client relationship is really what clients value most, not just the service.**"

– Robert Crowe, JD, Solo-practitioner (Alexandria, VA)

"I started my small firm a few years ago and I kind of lost focus about the Business part of practicing law. This seminar made me refocus on what is important and has reenergized me again to **start implementing simple techniques** to make my firm grow again."

– Alejandro Mercado, Partner (San Antonio, TX)

"**Excellent advice on building credibility.**"

– Roger Hepworth, Partner, Austin, TX

"How nice to hear such **practical ideas that make sense but more importantly methods, tips and action items that will help launch this concept tomorrow.**"

– Sara Stokes, Other legal professional (Denver, CO)

"**Helpful insight on common marketing problems such as the yellow pages.**"

– Robert Coulombe, Partner (Miami, FL)

"**Caused me to reevaluate my efforts.**"

– Kenneth Darrow, Solo (Miami, FL)

"**All marketing seminars talk about what you should do. Steve Fairley tells you exactly how to do it.** I can't wait to implement his system."

– Roslyn Stevenson, Solo (Hollywood, FL)

"This seminar gives very **important information to people who generally know nothing about growing their own business.**"

– John Hoard (Indianapolis, IN)

"Thank you for sharing the information on **article and press release website posts**. That was extremely helpful for my organization.

– Joyce Foster (Dublin, OH)

"**Stop Marketing- growth will stop.**"

– Dana Leon, Partner (Warsaw, IN)

"Considering the internet and its vast reaches, the **information to create a presence on the internet was key.**"

– Todd Krauss, Partner (Tarzana, CA)

"This was great. **I now realize that I can make rain if I put forth calculated effort.**"

– Claire Buchner, Associate (Annapolis, MD)

"This was **extremely helpful to me to focus on what should be my focus.**"

– Elaine Waggoner, Solo Practitioner (Lincoln, NE)

"This was great! **Lawyers are taught to follow precedent. In today's market, we need to learn better to compete.** This system is a well thought out program."

– Jim Duncan, Partner (Broken Bow, NE)

"This was a great refresher course and **helped to stimulate my thoughts for future marketing strategies.**"

– Mike Slattery, Of Counsel (Lincoln, NE)

"This program has **helped me focus on the strengths and weaknesses of my marketing approach.**"

– David B. Grantz, Partner (Newark, NJ)

"I appreciated the insight in **how to use internet technology to market my practice.**"

– Kenneth R. Cohen, Partner (Florham Park, NJ)

"**Practical tips very much appreciated, i.e. website that publish articles, etc.**"

– Thomas Johnston, Of Counsel (Morristown, NJ)

"I'm a JD/MBA who thought he saw everything outside the box. **This seminar helped me learn more about areas I was blind to.** Thanks."

– Derek Sandler, Law Firm Associate (Philadelphia, PA)

## **DISCOVERING HOW TO USE A COMPETITIVE EDGE FOR MAXIMUM IMPACT**

"The **15% Rule** I learned confirmed what I have already been thinking about my 15% client. I will fire them on Monday at our scheduled meeting."

– Jennifer Hampton, JD (Livingston, NJ)

"This **helped me to develop an 'out of box' approach.** I need to better identify what is unique that I can use to distinguish myself."

– Ronald Glick, JD, Firm Partner (Cherry Hill, NJ)

"**Advertising is a waste of our time!**"

– Steven Neuner, JD, Firm Partner (Marlton, NJ)

"I learned **how to find contacts through Strategic Referral Partners** who are doing business with people I want as clients."

– Debi Young, JD (Livingston, NJ)

"Because of the Rainmaker seminar, **I know exactly how to reach my target market of women and minority business owners who need my services.**"  
— Ava George Stewart, JD Law Office of Ava George Stewart (Chicago)

"Fairley was a class act! I never thought about the things he had the group focus on. Before I came, **I was stumped on identifying my target market. Now, I know exactly what I need to do!**"  
— Karima Mariama-Arthur, JD, Solo-practitioner (Fairfax, VA)

"This **really made me think about my target group** and how to effectively reach them."  
— Belle Lind Gordon, JD Freeborn Peters (Chicago)

"Thank you for **reawakening in me the need to take time to market my business** to professionals I meet and to better target a limited market."  
— Jeffrey Jones, Esq Rathbun Cservenyak & Kozol (Naperville, IL)

"Stephen's saying, '**the harder you work, the luckier you get**' is the most accurate quote I've every heard for becoming a Rainmaker. He made me believe I too can break the ice with clients."  
— Richard Liner, JD (Washington, DC)

"This program really got me thinking about **specific steps I can take to put a system in place that will allow me to grow my practice.**"  
— Drew Miller, Partner (Austin, TX)

"Helpful specific strategies on **how to obtain more clients immediately.**"  
— John Dorsey, Associate (Austin, TX)

"Stephen Fairley is an engaging speaker who reminded me that **"it's not personal, it's just business" is not a good approach to law firm marketing.**"  
— Sheridan Gilkerson, Associate (Austin, TX)

"Stephen gave great examples of **how the media is accessible to us lawyers.**"  
— John-Paul Lunn, Associate (Dallas, TX)

"The program, gave me some practical tips and suggestions on **gaining visibility**. It also taught me that I need to **focus on value rather than services.**"  
— Jenny L. Womack, Associate (Dallas TX)

"Stephen's presentation really gave the **Nuts and Bolts for effective marketing and tools** that can be applied immediately."  
— Lorna Brown-Burton, Solo (Ft. Lauderdale, FL)

"**Focusing solutions not services** is the key to making my practice successful. **Focusing on what makes me stand out** will set me apart from the competition."  
— Ernesto De Lafe, Solo (Miami, FL)

"As a result of this seminar I realized that I **can't keep doing the same thing and expect a different result.**"  
— Carol L. Grant, Solo (Miami, FL)

"A **new view on how to bring in new clients in a different way.**"  
— Ginger Wald, Associate (Hollywood, FL)

"Great seminar. I will contact my **referral sources.**"  
— Larry V. Bishins, Solo (Ft. Lauderdale, FL)

"**Info on press releases and internet publishing was worth cost of seminar.**"  
— Rick Walden, Partner (Los Angeles, CA)

**"Clients don't buy services, they buy solutions."**

*– Eric Goldberg, Partner (Los Angeles, CA)*

**"Relationships are critical to success."**

*– G. Eckstein (Los Angeles, CA)*

**"Target market concept was key!"**

*– Daniel Katz., Associate (Los Angeles, CA)*

**"Mr. Fairley's an engaging and dynamic speaker. I'll definitely implement his main strategy - **focusing on my potential clients' needs, and not on my qualifications and process.**"**

*– Dave Ross (Greenbelt, MD)*

**"You confirmed that **developing and maintaining a personal relationship with client is the most important of all steps taken.**"**

*– Ken Cooper, Business Developer (Collingswood, NJ)*

**"I thought the **chart of the effectiveness of different marketing strategies** was very insightful."**

*– Heather Boshak (Roseland, NJ)*

**"I was particularly impressed with the focus on the concept of **building personal relationships as the foundation of one's client base.**"**

*– Rosalind Westlake, Partner (North Brunswick, NJ)*

**"Valuable info on getting new clients. I will try writing more on the internet (i.e. articles). **Excellent speaker who kept my attention throughout.**"**

*– Kristofer Kaufmann, Law Firm Associate (Philadelphia, PA)*