

## **New Program Created By Legal Marketing Expert Dramatically Increases Profitability Of Law Practices**

*Rainmaker Lawyer Consulting, a leading law firm marketing strategy group, is introducing a new process that moves law firms away from hourly billing. Instead the legal marketing firm has built a proven value model that has helped dozens of law firms.*

May 19, 2010 (FPRC) -- AVENTURA, FL – The law firm marketing strategy group, Rainmaker Lawyer Consulting, has announced the launch of a new program available to law practices around the country that has already helped dozens of law firms dramatically increase their profitability. The Rainmaker Lawyer Value Based Billing Model moves lawyers away from hourly billing which forces lawyers to compromise their ethics while dragging out the legal process for clients.

Lawyers want to make a great living; however, they are not experts at developing an effective marketing and business strategy. Rainmaker Lawyer legal marketing strategy helps lawyers break out of the box of confinement set by hourly billing. Using this model, lawyers can earn more money in less time.

"We have been testing the Rainmaker Lawyer Value Based Billing Model for three years. Consistently, the law firms that implemented our system increased their profitability in the middle of the worst recession of our time," said David Lorenzo, legal marketing expert, Chairman and Founder of Rainmaker Lawyer Consulting.

Rainmaker Lawyer Consulting helps law firms improve their business strategy, marketing and productivity all within this simple process. The Value Based Business Model helps lawyers align their goals with the goals of the client. This means law firms who adopt this business model have a significant competitive advantage in the legal market.

Rainmaker Lawyer Consulting only works with attorneys and law firms. As a result they know the legal industry inside and out. Their team is made up of Ivy League educated strategy experts that bring the benefit of an outsider's perspective to each client relationship. The law firm marketing company offers a money-back guarantee for their services. Clients who are unhappy with the return on investment from the process receive a refund. Contact Rainmaker Lawyer Consulting to improve your legal marketing and take back control of your life.

About Rainmaker Lawyer:

Rainmaker Lawyer Consulting is a legal marketing strategy group that helps law firms improve their marketing and business strategy. The company was founded by legal marketing expert Dave Lorenzo. Prior to starting this company, Lorenzo was a part of The Gallup Organization for six years developing business strategy for the leadership of Fortune 500 companies.

### **Contact Information**

For more information contact Kary Cheda of Rainmaker Lawyer (<http://www.RainmakerLawyer.com>) 305-904-1223

**Keywords**

[law firm marketing](#)

[legal marketing](#)

[legal marketing expert](#)

You can read this press release online [here](#)