

Quick Start Rainmaker Package™

One price. Customized work. Endless results.

Whether you're a new firm looking for a comprehensive way to get your name into the marketplace, or an established practice with an older website in need of a refresh, the Quick Start Rainmaker Package is for you. We'll get to know you and what you do in order to develop a unique, polished, consistent way for potential clients to interact with your law firm. We know that not every firm has the budget for full-time marketing staff; let us be your one-stop-shop for everything from establishing a brand strategy to building and promoting your professional website. Gain access to our tools and expertise, a custom communications strategy, and compelling content that will demonstrate the experience you bring to your clients and differentiate you from your competition.

Why do I need a package?

We developed this package specifically for law firms with 10 attorneys or fewer. Our experience serving smaller firms led us to create a turn-key way to cost-effectively implement legal marketing best practices within an action-oriented time frame!

Branding

- Create or refine logo
- Create or refine your firm's color palette
- Establish a branding guide
- Attain stock photography to complement branding
- Create branded materials (print cost extra):
 - Business cards
 - Letterhead
 - Email signature block
- E-communication template

Social Media

- Create or update company:
 - Facebook
 - LinkedIn
 - Twitter
- Design customized social media banner images
- Create firm-summary for social media sites
- Access PSM's social media how-to tools



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Website

- Secure website domain name
- Provide cost-effective website hosting
- Develop comprehensive site map
- Create biographies
- Develop practice area pages
- Create or edit compelling new content
- Create blog functionality
- Establish baseline SEO

Promotion

- Create website promotion and launch strategy
- Develop and distribute e-communication
- Develop launch news release
- Pitch story to Attorney at Law Magazine (additional cost for reprint permissions)

Communications

- Recommend e-communications database
- Develop customized PowerPoint template
- Produce a branded Microsoft Word template

Pricing

Our Quick Start Rainmaker Package provides a significant discount over pricing each task individually. You're just months away from having every a fully stocked marketing toolkit. Let PSM take care of bringing the fresh face of your law firm to the marketplace, while you watch your business grow!

Attorneys	Project Length	Cost
1-2	2 Months	\$12,500
3-5	3 Months	\$15,000
6-10	4 Months	\$18,000

"I am just thrilled with the quality of the work you and your team are producing. It is thoughtful, creative and it's clear you have really listened! I couldn't be more pleased — You are all exceeding my expectations!" -Satisfied Client

Meet your Team



Terrie S. Wheeler, MBC, President and Founder

In 1997, Terrie leveraged her 12 year career as an in-house law firm marketing director, and founded Professional Marketing Services, LLC (PSM). The focus of PSM is to deliver outsourced marketing department and individual marketing coaching services to clients in the legal and financial services industries. [View Biography >](#)



Michelle R. Wheeler, Website Developer and Designer

Michelle R. Wheeler chases after experiences that feed her passions and engage her creative senses. As it happens, her passions are often a culmination of strategic marketing initiatives and creative design work. Michelle's work at PSM has allowed her to explore her strengths and help PSM clients grow. [View Biography >](#)