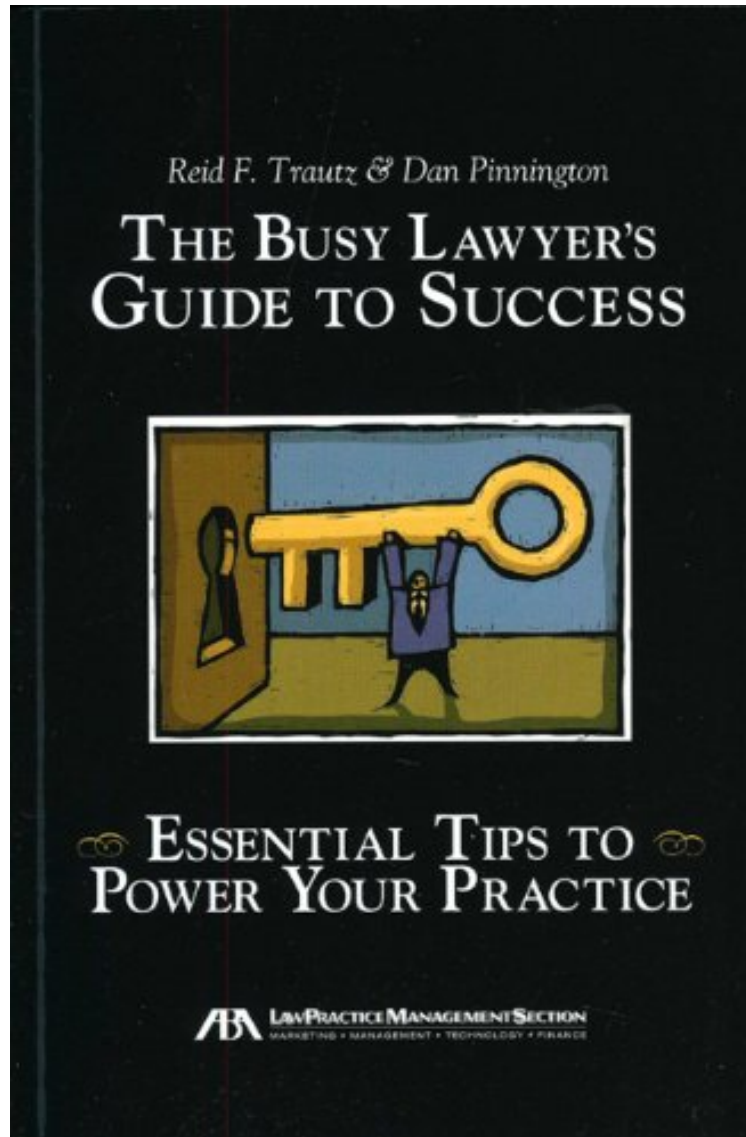


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The Busy Lawyer's Guide to Success: Essential Tips to Power Your Practice

Reid F. Trautz, Dan Pinnington
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Kindle version based upon the suggestion of Jim Calloway, the OK practice management advisor. I regularly read Jim's blog, Dennis Kennedy's blog as well as surfing the web for practice management tips and advice. I was looking for advice that would supplement and extend my existing knowledge. This book does not provide any information or advice that can't be covered in an hour on the web. The same hour it will take you to read the book can be spent on the web researching the topics covered in this book. The authors have 40 years of combined experience but it does not come through in the advice given in this book. The suggestions on many of the topics are old and dated - i.e., send out news clippings to clients as a client service tip is appropriate for the 1980's but in 2010 with the internet in full swing and newspaper print all but gone, not helpful. I expect to read this in Jay Foonberg of the '90s but not in 2010. Other pointers are simple common sense and not a tip in any true sense of the word - be polite, return phone calls, charge for your services, make sure your office and reception area are clean. With 40 years of combined experience, the authors are simply skimming the surface of practice management with this advise. There is no depth given to any of the topics - the e-mail section can be summed up as - use the 2 minute rule - handle it in two minutes or delegate. Rather than provide any depth on a subject, the authors refer you to books to review for that particular topic. Given that this book is intended for the busy lawyer who is looking for how to get things done without researching every topic, I found the references a bit of a cop out. I would not recommend this book and found myself returning to surfing the web for information on practice management.

0 of 0 people found the following review helpful. Pretty good little book
By ArkieGood for new lawyers others. Most lawyers are not great administrators and can benefit from this book. By now, is a little outdated.
0 of 0 people found the following review helpful. Smart Marketing for Smart Firm Lawyers
By Kenneth Vercammen I read this book from cover to cover to help me write my book for the ABA, "Smart Marketing for Smart Firm Lawyers." My staff implemented many of the ideas to improve our office. The ABA has the best books for helping attorneys, and this is one of them. You may also wish to purchase "Smart Marketing for the Small Firm Lawyer" List Price: \$59.95 Author(s): Kenneth A Vercammen Sponsor(s): Solo, Small Firm and General Practice Division Publisher(s): ABA Book Publishing ISBN: 978-1-62722-484-0 Product Code: 5150468 2014, 156 Pages, 7 x 10
Marketing is essential to the growth of any enterprise. There are many low-cost and no-cost opportunities that exist. This book explores today's marketing landscape and outlines its many facets for you in concise and easy to understand terms. Any business owner will tell you that marketing is vital to the success and growth of a venture, and a law practice is no exception! This book thoroughly explores today's marketing landscape and outlines its many facets for you in concise and easy to understand terms. This book will cover:
Creating a blog for free
How to leverage a wide array of social networking sites (like Facebook, Martindale Hubble, Yelp, etc.)
Best practices for marketing within the law office
Low-cost and no-cost marketing activities
Tips to increase your efficiency and reach
*And more!
Included with this book is a helpful CD-ROM with digital copies of all the exhibits used in the book and the various websites that are referenced. Learn how to make the most the marketing opportunities that exist with Smart Marketing for the Small Firm Lawyer.
Praise for Smart Marketing for the Small Firm Lawyer: "Vercammen's new marketing book belongs in the tool box and library of every lawyer regardless of firm size. Ken not only tells the lawyer WHAT to do, he shows the lawyer HOW to do it." Jay Foonberg Author of How to Start and Build a Law Practice, 5th Ed

Busy lawyers do not have dozens of extra hours to conduct research looking for new tips and ideas to streamline and enhance their practice of law. They need just-in-time learning to acquire the knowledge necessary to build their practices. This convenient pocket guide is the best ever collection of practical tips, ideas, and techniques to help you survive, thrive, and find success in the practice of law.