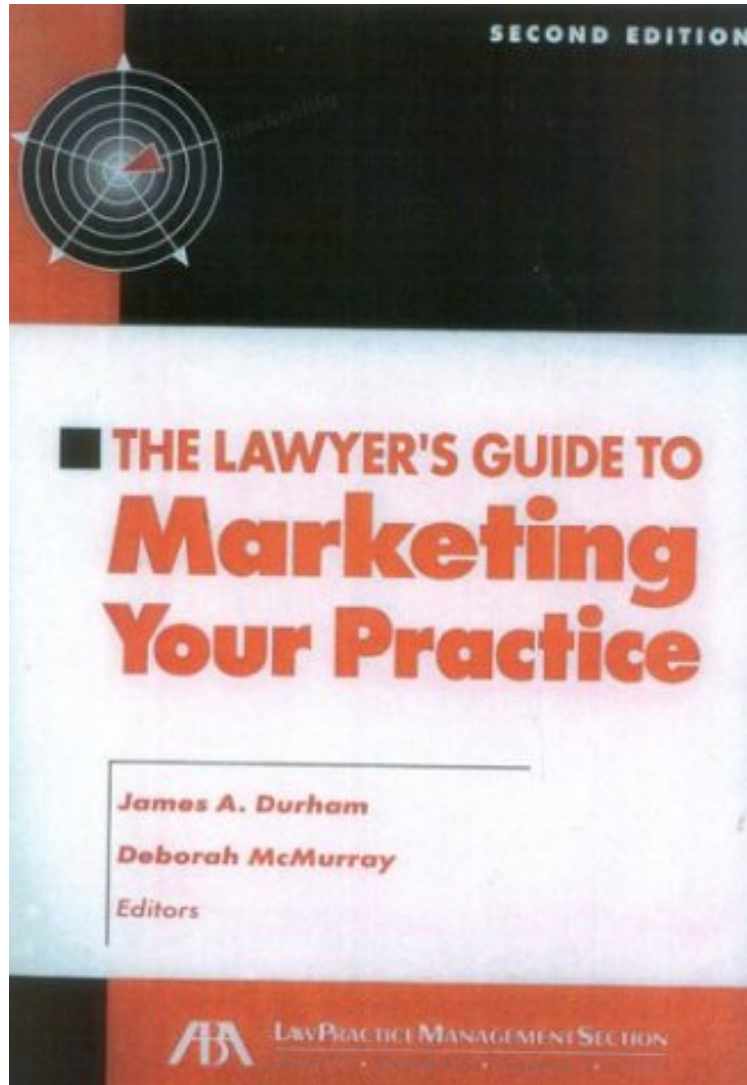


The Lawyer's Guide to Marketing Your Practice

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From Brand: American Bar Association : The Lawyer's Guide to Marketing Your Practice before purchasing it in order to gage whether or not it would be worth my time, and all praised The Lawyer's Guide to Marketing Your Practice:

1 of 2 people found the following review helpful. Must buy if starting your own firm!By AddictNCI recently opened a law firm and this book has been a great help in beginning the marketing of our practice. The old adage that you don't learn how to be a lawyer in law school is definitely true, and they most certainly don't teach you anything about advertising or marketing your practice. This book is filled with practical and useful information that you can use to

begin to build your client base as a new firm. In today's economic climate, where more and more attorneys are opening their own firm right out of law school, this book is more helpful than ever. This book is a must buy. It sits with Foonberg's book and always within reach. 1 of 1 people found the following review helpful. Not really for "lawyers" but law FIRMS By Thom G This book has a much more specific audience in mind than its title suggests: established, large law firms who are having trouble developing a forward-thinking marketing plan. Much of the early part of the book discusses how to sell the very IDEA of marketing to a firm's leadership. From there, the specific examples almost universally assume a sizable marketing budget and a lot of available human-hours to devote to marketing. If you are looking for a book to tell you step-by-step how to market your solo or small practice, this is not it. That said, the book does spend a fair amount of time teaching basic marketing principles from a lawyer's point of view. In this sense I have found it useful for developing a marketing plan for the three-lawyer practice I am joining. The book has been useful as an overview of what to do and not to do, although I've had to develop the specific ideas on my own. I found a used copy on here for \$17. I would say that was a worthy investment. But I would not pay full price for the book unless I was a partner at a large firm who had just gotten "stuck" with the title of Marketing Director. 10 of 10 people found the following review helpful. Big Firms Only By J. M. White I've been devouring legal marketing books as I prepare to open a two-person practice. I skimmed through this book and found it to be distinctly unhelpful. You wouldn't know it from the book's self-description, but it is primarily aimed at marketing large law firms (100+ lawyers) with huge marketing budgets. If you are a small firm or solo practitioner, look elsewhere. Even in terms of its big-firm focus, the book is far too broad and generic to provide much useful advice and guidance.

A well-developed, successfully executed marketing plan will attract new clients, increase referrals, and strengthen client loyalty. This resource will help you master the creative marketing solutions you need.