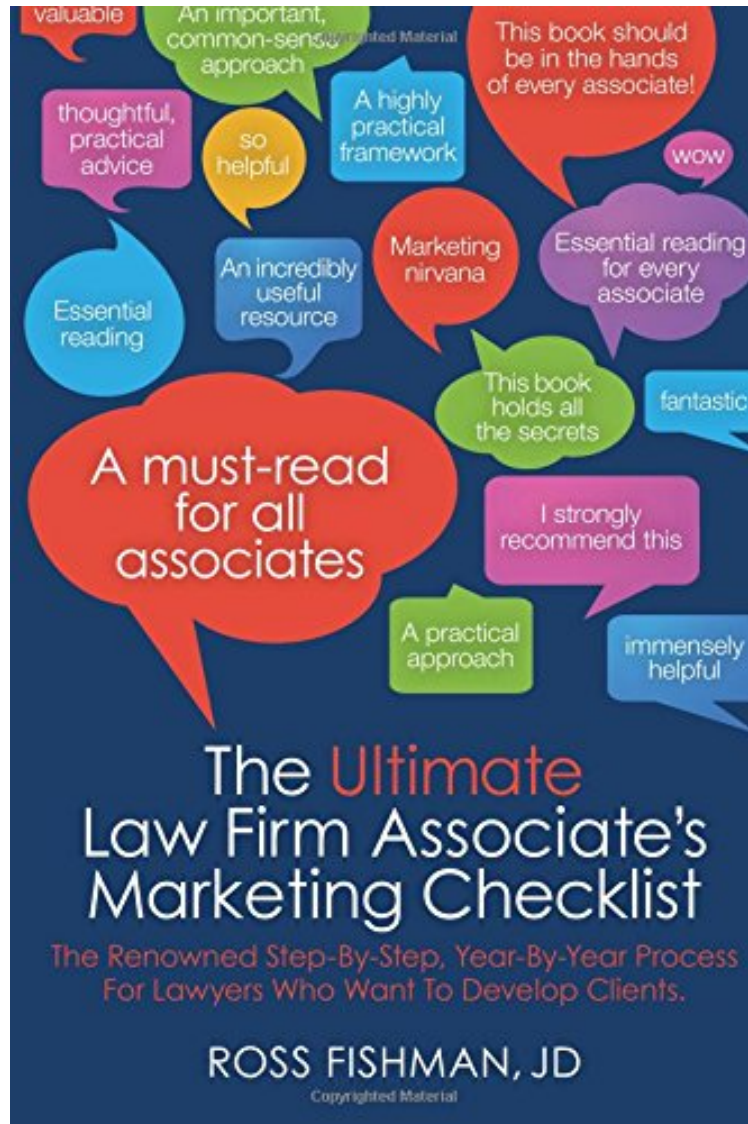


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Do you want to become a rainmaker, or make partner? Do your associates need a simple, proven, step-by-step marketing process to follow? Want to increase associate retention? Get the legal professions best associate-marketing book. In this powerful guidebook, Ross Fishman, called "the nation's leading expert on law firm marketing," details straightforward tactics to accomplish your goals. His renowned Checklist has been used for 25 years by lawyers in their successful quests to generate clients. This expanded 50-page edition includes all the latest online tools plus dozens of examples, case studies, and videos. It is the simplest, most-effective way to put associates on the fast track to professional success. Of Counsel magazine called it "an engaging and practical guideno, make that, bibleto show associates how to build their networks and establish a book of business." Help jump-start your lawyers careersgive them each a book and bring Ross in to train them! DISCOUNTS FOR BULK ORDERS: 11-50 books: \$14.95 each! 50+ print books: \$9.95 each! For BULK orders, email ross@fishmanmarketing.com HERES WHAT LAWYERS AND MARKETERS ARE SAYING: This book is a must-read for all associates no matter their practice, firm, or stage of their career. Allan Slagel, Partner, Taft Stettinius I have used Rosss practical checklist for many years with great success. We are buying 500 copies to give to our associates. Aleisha Gravit, Chief Marketing Officer, Akin Gump Past President, Legal Marketing Association (LMA) "Ross has spun law-marketing gold from the dross that often passes for wisdom in this field. No one knows more about this subject than Ross, or can convey an idea more succinctly. Loren Wittner, former Marketing Partner, Winston Strawn Essential reading for every associate at any point in their career. This book holds all the secrets; its marketing nirvana! Nat Slavin, Wicker Park Group Past President, LMA This book needs to be in the hands of every associate who wants a successful, rewarding career. Just follow the steps to become the top-tier rainmaker in your firm. This should be a best seller. Ron Henry, The Garver Group Former President, Association of Legal Administrators (ALA) "I have used Ross' highly practical framework in several firms and strongly recommend it. It helps demystify marketing and achieve success. I have seen it literally give hope to associates who thought developing a legal practice was beyond their ability." Nathan Darling, CMO, Beveridge and Diamond Past President, LMA This is an incredibly useful resource to get associates on track towards career-long business-development habits. Bettina Rutherford, Business Development Manager, KL Gates Ross is well known for his intelligent and pragmatic style. This is a must-read for anyone who want to know how to market legal services. Nathalie Daum, Business Development Director, Lathrop Gage Former President, LMA Ross tells it like it is. From the beginning you are drawn in and find yourself commenting out loud in agreement. This is a must-read. Marcie Johnson, former Marketing Director, Chapman and Cutler Co-Founder, LMA This book is cheeky, intelligent, and full of clear thinking. Throw away the marketing detritus filling your shelves and get some real help. Much like Ross, this book rocks! Diane Hamlin, Hamlin Strategy Group Former President, LMA WHO'S ORDERING "THE ULTIMATE MARKETING CHECKLIST" FOR THEIR ASSOCIATES? Akin Gump Benesch Beveridge Diamond Duane Morris Fish Richardson Shumaker Loop Stoll Keenon Stroock Stroock Lavan Vedder Price

About the AuthorMany people consider Ross to be the nations foremost expert on law firm marketing. -Of Counsel Ross Fishman is CEO of Fishman Marketing, specializing in strategy, branding, websites, and marketing training for law and professional-services firms. A former litigator, marketing director, and marketing partner, he has helped 200 firms worldwide dominate their markets and generate revenue. A Fellow of both the College of Law Practice Management and the Litigation Counsel of America, he is a 5x winner of LMAs prestigious Best in Show honor. Ross received LMAs first peer-selected Lifetime Achievement award (1998) and was the very first inductee into the LMAs international Hall of Fame. Honored as a 2016 Lawdragon 100 Leading Consultant, Ross has rebranded hundreds of law firms, and presented marketing training or CLE programs 300 times from Iceland to Istanbul. He has written 250 bylined articles and authors a popular blog at fishmanmarketing.com/blog. Connect at [LinkedIn.com/in/rossfishman](https://www.linkedin.com/in/rossfishman) or [@rossfishman](https://twitter.com/rossfishman).