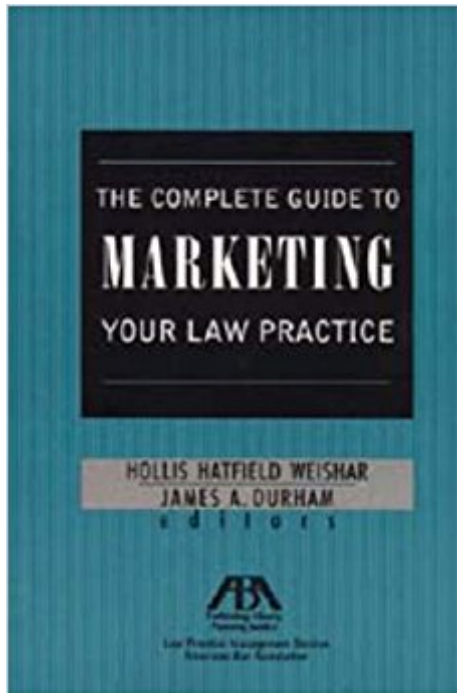




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The Complete Guide To Marketing Your Law Practice



Synopsis

A complete guide to marketing law firm or practice. Contains strategies and insights from the country's top legal marketers.

Book Information

Paperback: 229 pages

Publisher: American Bar Association (April 1, 2001)

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Average Customer Review: 4.7 out of 5 stars 3 customer reviews

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Customer Reviews

Unless you regularly attract new clients, your great legal skills are not being tapped. This book is filled with practical ideas, outlines, strategies, sample worksheets, and marketing plans. Topics include developing an approach, getting organized, implementing marketing strategies, and maintaining a thriving program. --David Marshall Nissman, J.D.

Hollis Hatfield Weishar is the author of Marketing Success Stories: Personal Interviews with 66 Rainmakers. James A. Durham is president of the Law Firm Development Group, Inc., a firm dedicated to improving lawyer-client relations. They live in East Greenwich, Rhode Island.

Overall this book had a lot of good points which I hope to incorporate into my practice. However, there is only one thirteen page chapter on how to market yourself if you are a solo or small firm. The majority of the rest of the book is on how to market a larger firm. As a solo practitioner I would have liked to have seen more information in regard to my situation.

It's a great book that every lawyer (partner or associate) should read and read again. No theory. Just real life stuff. And many many good ideas.

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