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# The New Colors Of Law Firm Marketing: A Law Firm Marketing Coloring Book



## Synopsis

This is the world's first law firm marketing coloring book. Studies have shown that taking a digital down time is a healthy way to exercise your mind, which is the inspiration behind publishing this book. So color away while reflecting on ways to grow your business. THE NEW COLORS OF LAW FIRM MARKETING combine quotes heard over the years while working on marketing and business development consulting with law firms, along with cartoons to illustrate the points. These often-humorous comments have probably been uttered in your firm. Coloring is SIMPLE. You can do it at your own pace. Each illustration is accompanied by content designed to focus your concentration on amplifying new business growth. They are perfect for using markers, gel pens, watercolors or color pencils. When coloring the cartoons and reading the accompanying content, you will:

- Grow more revenue – The key here is to convert your firm's values to their needs.
- Grow more clients – Go for that 50% factor that most lawyers tend to overlook - past clients.
- Open more doors – Practice your pitches, proposals and even lunch.
- Build a strategic advantage – Know why your current clients do business with you.
- Create more opportunities – Rainmaking begins under your own roof.
- Overcome the fear of the sales process – Get out on the business development trail.

The front cover reflects the journey from new lawyer to business generator. We hope you enjoy this humorous look at your law firm.

## Book Information

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## Customer Reviews

Dr. Allan Colman understands the challenges facing both established businesses and entrepreneurs. He has advised organization leaders from 10 to 15,000 employees, focusing on

small to mid-sized groups. In addition to customizing strategic action plans to fit size and industry, he has also been the chief executive of a 5,600 public agency. Allan Colman is known for his passion in building stronger, more effective organizations and for his ability to help companies and firms quickly achieve their growth goals. He has spent more than 2 decades assisting in and working for companies and firms, helping to bring in millions of dollars in new revenue and building leadership structures that continue to perform. His three recent books *Crazy Impact*, *Own the Zone* and *Lead Like a Boss*, all published by Made For Success Publishing, are most often utilized in his workshops and seminars. He is a 36ixty Certified Senior Advisor. Frank Mims is a Strategic Partner with the Closers Group, based in Houston, TX. Often described and viewed by colleagues and clients as extremely knowledgeable, innovative and with great business development savvy, Mims (Practice Doctor) has fashioned a career as a trainer, consultant, professional speaker and coach in sales development. Frank has been proven and tested to enhance skills that will amplify revenue. His novel, changeable ideas and methodologies in business development have been used by 100â€™s of sales professionals, attorneys, accountants and entrepreneurs to increase revenue. He is a multiple award winning business development sales specialist in both the international and domestic market places. Mims has applied his skills at major corporations and law firms with more than

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