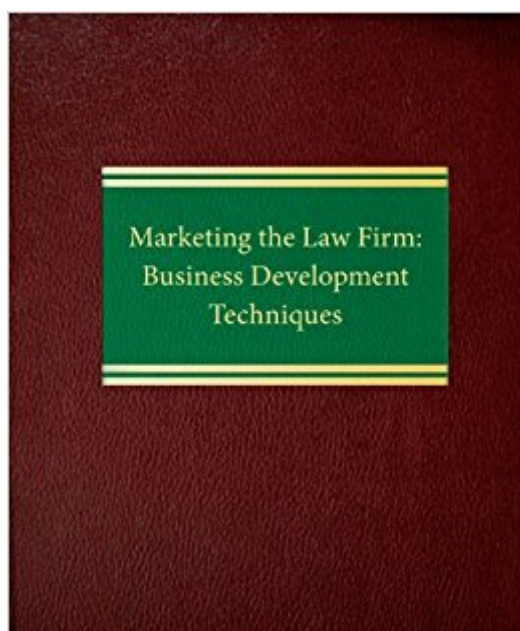


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# Marketing The Law Firm: Business Development Techniques (Law Office Management Series)



## Synopsis

â œSally Schmidt&#39;s book, *Marketing the Law Firm: Business Development Techniques*, is a bible, a must-read, and a springboard to law firm marketing for any new or seasoned marketing professional. Its frequent updates are easy to insert and the range of information is nearly exhaustive.â • â ” Rita Menz, former Director of Client Relations, Patterson, Belknap, Webb & Tyler, LLP, New York In today&#39;s economy, marketing and business development have taken center stage at law firms. *Marketing the Law Firm: Business Development Techniques* examines how marketing can improve client satisfaction and increase the bottom line for both corporate and consumer practices. No matter the size of your law firm, this pragmatic book shows you how to utilize client surveys, Web sites, brochures and collateral pieces, databases, newsletters, direct mail, seminars, special events, advertising, public relations, proposals, presentations, and interviews. *Marketing the Law Firm: Business Development Techniques* is filled with case studies and examples of real law firm situations to help you put these tools and techniques into practiceâ ”and use them effectively. You&#39;ll find out how to: make realistic, long-term marketing plans for the firm, practice groups or individuals; market online; market a new capability; cross-sell your firm&#39;s services; create an â œalumniâ • relations program; discover new business opportunities through market research, charitable contributions, and sponsorships; use flat fees as a billing alternative; train your lawyersâ ”and your support staffâ ”to be good marketers; surmount marketing obstacles; budget for marketing time, expenses and compensation; and measure the effectiveness of your marketing efforts. You&#39;ll also get up-to-date information on Web sites, extranets, client advisory boards, niche marketing and the uses of intranets. An appendix provides law firm marketing resources, including organizations, publications and studies.

## Book Information

Series: Law Office Management Series

Ring-bound: 650 pages

Publisher: Law Journal Press; Lslf edition (May 28, 2017)

Language: English

ISBN-10: 1588520528

ISBN-13: 978-1588520524

Product Dimensions: 2.8 x 7.5 x 9.8 inches

Shipping Weight: 4.2 pounds

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #1,771,030 in Books (See Top 100 in Books) #102 in Books > Law > Law Practice > Legal Services #164 in Books > Law > Law Practice > Law Office Education #638 in Books > Textbooks > Business & Finance > Business Law

## Customer Reviews

“Sally Schmidt’s book, *Marketing the Law Firm: Business Development Techniques*, is a bible, a must-read, and a springboard to law firm marketing for any new or seasoned marketing professional. Its frequent updates are easy to insert and the range of information is nearly exhaustive.”  
—Rita Menz, former Director of Client Relations, Patterson, Belknap, Webb & Tyler, LLP, New York

Sally J. Schmidt, the first president of the Legal Marketing Association (LMA), is the president of Schmidt Marketing, Inc. Headquartered in Edina, Minnesota, her company has served hundreds of client law firms throughout the United States, Canada, Europe, New Zealand, Mexico and Australia. Ms. Schmidt has taught Principles of Marketing at the University of Minnesota, where she received her M.B.A. (in marketing) and her B.S. She is also the former Director of Client Relations and Marketing for a 100-attorney firm in Minneapolis and a well-known author and lecturer on law firm marketing topics.

This book gives us a general and great view about legal marketing. As it is based on researches from different sources related to the legal market industry, it can help all professionals from everywhere that aim to learn more about this specific area. It is worthy reading and I recommend to all marketers that want to develop a creative and innovative work in their firms.

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