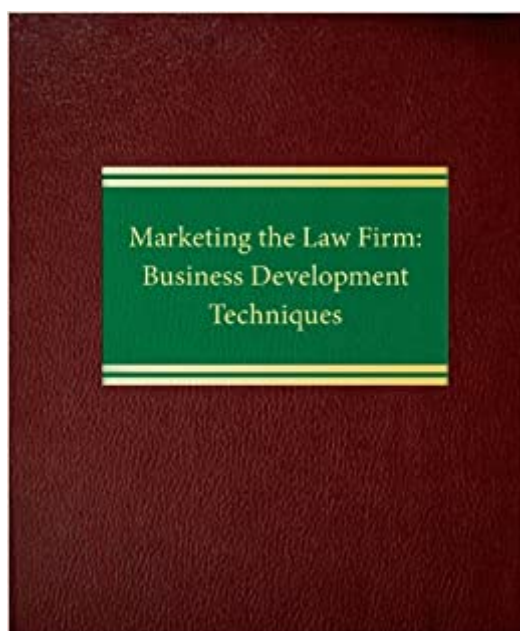


The book was found

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



Synopsis

“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

In today’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 practice and use them effectively. You’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’s services; create an “alumni” relations program; discover new business opportunities through market research, charitable contributions, and sponsorships; use flat fees as a billing alternative; train your lawyers and your support staff to be good marketers; surmount marketing obstacles; budget for marketing time, expenses and compensation; and measure the effectiveness of your marketing efforts. You’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.

[Download to continue reading...](#)

Marketing the Law Firm: Business Development Techniques (Law Office Management Series) *The New Colors of Law Firm Marketing: A Law Firm Marketing Coloring Book* *Your Office: Microsoft Office 2016 Volume 1* (Your Office for Office 2016 Series) *Law Firm Marketing: Successfully Promoting and Building Your Small Firm or Solo Practice* *Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing* *Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing* *SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing* (Google Adwords,

Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing)
The Architect's Guide to Small Firm Management: Making Chaos Work for Your Small Firm Social
Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing
Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the
Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network
Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email
Marketing Strategies, Email Marketing Tips & Tricks How to Start a Family Office: Blueprints for
setting up your single family office (Family Office Club Book Series 3) Your Office: Microsoft Access
2016 Comprehensive (Your Office for Office 2016 Series) Your Office: Microsoft Excel 2016
Comprehensive (Your Office for Office 2016 Series) Marketing Campaign Development: What
Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns
Services Marketing: Integrating Customer Focus Across the Firm (Irwin Marketing) Renegade
Lawyer Marketing: How Today's Solo and Small-Firm Lawyers Survive and Thrive in a World of
Marketing Vultures, 800-Pound Gorillas, and LegalZoom Agile Project Management: QuickStart
Guide - The Simplified Beginners Guide To Agile Project Management (Agile Project Management,
Agile Software Development, Agile Development, Scrum) How to Manage an office of a Law Firm
or/ and Corporate Lawyers? Important Tips! Vol. 1 The Pareto Principle for Business Management:
Expand your business with the 80/20 rule (Management & Marketing Book 15)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)