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## Legal Marketing in Brief: A Practical Business Development and Marketing Guide for Local and Regional Law Firms and Their Lawyers

By Bob Weiss

Alyn-Weiss & Associates, Inc. Paperback. Condition: New. 216 pages. Dimensions: 9.0in. x 6.0in. x 0.5in. This is arguably the most down-to-earth guide available to improve your own and your firms marketing. Newly-updated, the 5th edition of Legal Marketing In Brief includes more than 100 practical, brief and easy-to-digest articles on law firm marketing and personal business development. These are tips not tomes, and you can implement them in your practice starting today. Every one is backed up by the latest independent data available. Topics include how to build and maintain an effective contact network, effective techniques for joining organizations, basic selling skills for lawyers, the latest on social media and web sites, why and which ratings are important to those vetting counsel, how much time lawyers should spend to effectively market and what activities yield the greatest results. Every article is based on what the author has seen as a marketing consultant in the law firms he advises-- both plaintiffs practices and firms focused on corporate, transactional and defense files. The author has written more than 100 successful firm marketing plans and successfully coached more than 1,000 lawyers during the past 25 years. This item ships from multiple locations. Your...



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