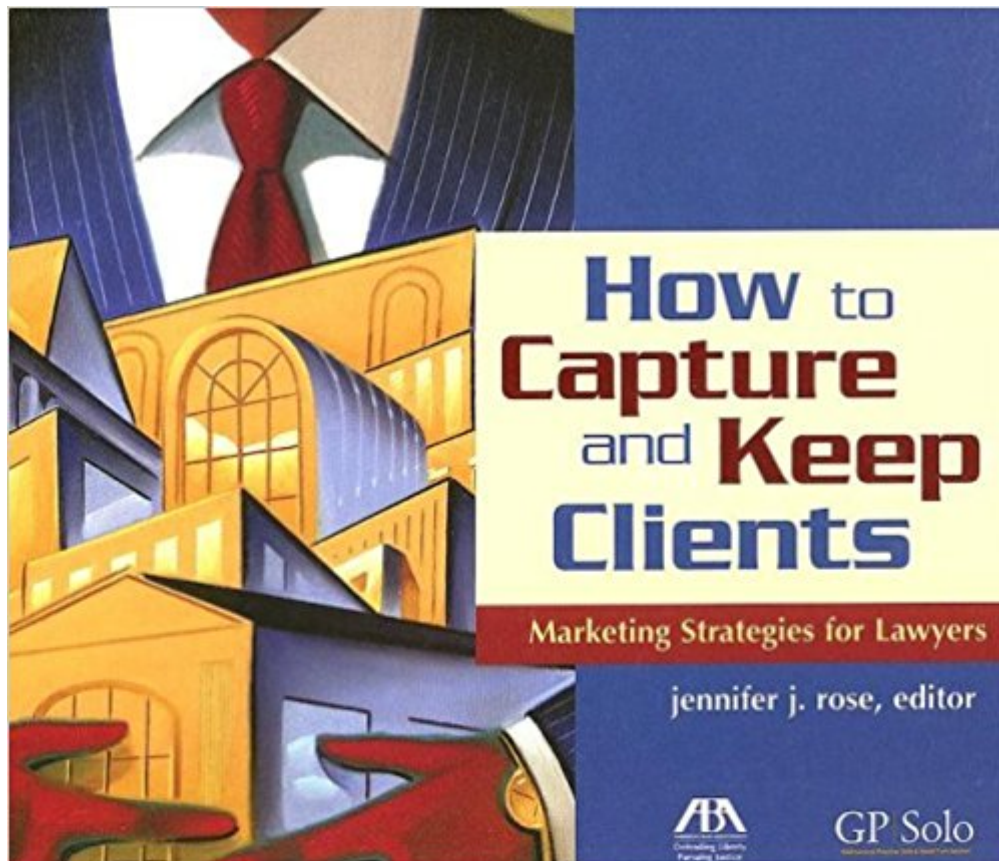




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How To Capture And Keep Clients: Marketing Strategies For Lawyers



Synopsis

In this new, in-depth book the best and most innovative solo and small firm lawyers give you their secrets, approaches and strategies to that age-old puzzle of growing your law firm. Through this wealth of savvy advice, you'll learn how to ask for business, attract and keep clients, partner with other lawyers, build a virtual law firm, use technology in client development, brand your law firm and much more.

Book Information

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Customer Reviews

"A first rate piece of work - insightful, concise, and practical. A great tool for every firm's marketing committee." -- Conrad Goodkind, Partner, Quarles & Brady LLP
"This practical resource is full of good ideas and useful guidance. It is also a reminder that I still have a lot of work to do in this area."
-- Jean L. Batman, Legal Venture Counsel, Inc.

jennifer j. rose was a solo practitioner practicing family law in Shenandoah, Iowa, for 20 years before moving to Morelia, Michoacán, Mexico, eight years ago. In that life, she was listed in Best Lawyers in America, rated AV by Martindale-Hubbell, and served a term as chair of the Iowa State Bar Association Family and Juvenile Law Section. She has been editor-in-chief of GPSolo, the flagship magazine of the American Bar Association General Practice, Solo and Small Firm Section, for a decade; has served on the Section's Council; and has served on too many committees and boards to enumerate. She is list manager of the Section-sponsored listserve Solosez. She has been a contributing editor to Matrimonial Strategist and Internet Law Researcher and regularly serves as

a judge of Law Office Computing's annual law firm Web site competition. Æ

Short essays from a variety of sources provide diverse perspective, but actually there's a lot of redundancy among selections and essays lawyers may well have already seen. I'm afraid I can't recommend this book, as I believe it's way overpriced for the retread. And the introduction recommends reading the essays or sections "as needed" and mark up the book as a "workbook": problem is the landscape format makes it clumsy to handle in that way. This would have been better issued in a pocket-book format with margins or additional blank pages suitable for jotting notes & ideas as they occur to the reader.

Realistic, dont think so much to buy this book, just BUYYYYYY. I strongly recommend... when you finish to read it you will feel very confident about your practice

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