



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

By Sally J. Schmidt

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“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.

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Editorial Review

Review

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About the Author

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.

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