

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

By Sally J. Schmidt

Download now

Read Online ➔

Marketing the Law Firm: Business Development Techniques (Law Office Management Series) By Sally J. Schmidt

“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.

 [**Download** Marketing the Law Firm: Business Development Techn...pdf](#)

 [**Read Online** Marketing the Law Firm: Business Development Tec...pdf](#)

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

By Sally J. Schmidt

Marketing the Law Firm: Business Development Techniques (Law Office Management Series) By Sally J. Schmidt

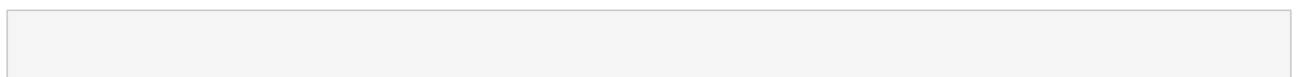
“Sally Schmidt's book, Marketing the Law Firm: Business Development Techniques, is a bible, a must-read, and a springboard to law firm marketing for any new or seasoned marketing professional. Its frequent updates are easy to insert and the range of information is nearly exhaustive.” — Rita Menz, former 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.

Marketing the Law Firm: Business Development Techniques (Law Office Management Series) By Sally J. Schmidt Bibliography

- Sales Rank: #3124669 in Books
- Brand: Brand: Law Journal Press
- Published on: 2016-11-28
- Original language: English
- Number of items: 1
- Dimensions: 9.75" h x 7.50" w x 2.75" l, .0 pounds
- Binding: Ring-bound
- 650 pages



 [**Download** Marketing the Law Firm: Business Development Techn ...pdf](#)

 [**Read Online** Marketing the Law Firm: Business Development Tec ...pdf](#)

Download and Read Free Online Marketing the Law Firm: Business Development Techniques (Law Office Management Series) By Sally J. Schmidt

Editorial Review

Review

“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

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.

Users Review

From reader reviews:

David Sweet:

The actual book *Marketing the Law Firm: Business Development Techniques (Law Office Management Series)* will bring that you the new experience of reading a book. The author style to elucidate the idea is very unique. In the event you try to find new book to study, this book very appropriate to you. The book *Marketing the Law Firm: Business Development Techniques (Law Office Management Series)* is much recommended to you to see. You can also get the e-book from official web site, so you can more readily to read the book.

James Dungan:

Spent a free the perfect time to be fun activity to perform! A lot of people spent their spare time with their family, or their friends. Usually they undertaking activity like watching television, planning to beach, or picnic in the park. They actually doing same task every week. Do you feel it? Do you want to something different to fill your personal free time/ holiday? Can be reading a book might be option to fill your no cost time/ holiday. The first thing that you ask may be what kinds of book that you should read. If you want to test look for book, may be the book untitled *Marketing the Law Firm: Business Development Techniques (Law Office Management Series)* can be very good book to read. May be it may be best activity to you.

Thomas Stewart:

Beside this specific *Marketing the Law Firm: Business Development Techniques (Law Office Management*

Series) in your phone, it can give you a way to get more close to the new knowledge or information. The information and the knowledge you might got here is fresh from your oven so don't be worry if you feel like an aged people live in narrow community. It is good thing to have Marketing the Law Firm: Business Development Techniques (Law Office Management Series) because this book offers for you readable information. Do you at times have book but you do not get what it's interesting features of. Oh come on, that will not happen if you have this in the hand. The Enjoyable set up here cannot be questionable, similar to treasuring beautiful island. So do you still want to miss this? Find this book as well as read it from at this point!

Patrick Taylor:

As a student exactly feel bored to be able to reading. If their teacher questioned them to go to the library or to make summary for some e-book, they are complained. Just tiny students that has reading's internal or real their leisure activity. They just do what the trainer want, like asked to go to the library. They go to right now there but nothing reading critically. Any students feel that reading through is not important, boring as well as can't see colorful photographs on there. Yeah, it is to get complicated. Book is very important for you personally. As we know that on this age, many ways to get whatever we would like. Likewise word says, ways to reach Chinese's country. Therefore , this Marketing the Law Firm: Business Development Techniques (Law Office Management Series) can make you truly feel more interested to read.

Download and Read Online Marketing the Law Firm: Business Development Techniques (Law Office Management Series) By Sally J. Schmidt #VFZWORE1LCA

Read Marketing the Law Firm: Business Development Techniques (Law Office Management Series) By Sally J. Schmidt for online ebook

Marketing the Law Firm: Business Development Techniques (Law Office Management Series) By Sally J. Schmidt Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Marketing the Law Firm: Business Development Techniques (Law Office Management Series) By Sally J. Schmidt books to read online.

Online Marketing the Law Firm: Business Development Techniques (Law Office Management Series) By Sally J. Schmidt ebook PDF download

Marketing the Law Firm: Business Development Techniques (Law Office Management Series) By Sally J. Schmidt Doc

Marketing the Law Firm: Business Development Techniques (Law Office Management Series) By Sally J. Schmidt Mobipocket

Marketing the Law Firm: Business Development Techniques (Law Office Management Series) By Sally J. Schmidt EPub