

## **Phoenix Legal Networking Group August 24: A Check-Up From the Neck Up**

By: [Stephen Fairley](#)

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We are coming into the final stretch of 2011...are you generating more leads and referrals now than you were in the spring?

Are you achieving the goals you set for yourself back in January?

Is your team implementing the strategies you planned?

Do you have a written game plan for the next 90 days?

Or do you need a "check-up from the neck up"? Does your firm need to make a course correction and get back on track with your marketing efforts? Are you even on the right track? As Will Rogers once said, "Even if you are on the right track, you're at high risk for getting run over if you just sit there."

Races are often won or lost in the last stretch. Far too many attorneys have a tendency to relax or rest on their laurels (or their latest award) coming into the home stretch.

Now is not the time to take it easy or sit on the sidelines!

Now is the time to refocus, reconnect, and finish this year strong!

Join us at the August 24 meeting of the [Phoenix Legal Networking Group](#) and discover:

- How to motivate yourself and your team to finish this year strong!
- Getting back to basics: 5 easy steps to create a powerful Marketing Action Plan (MAP)
- Practical steps to help you and your staff implement your marketing plan
- How to reconnect with referral sources and rebuild your pipeline of leads

The networking event and marketing seminar will be held from **5:30-7:30 p.m. on Wednesday, Aug. 24 at Ticoz, 5114 N. 7<sup>th</sup> St. in Phoenix.**

Cost is \$25 if you register by Aug. 22, \$30 if you register by Aug. 23 and \$35 on the day of the event. This covers drinks, hors d'oeuvres, the networking event and the workshop.

To register for our Aug. 24 networking and legal marketing event, co-hosted by Attorney at Law Magazine, Coash & Coash Court Reporting and The Rainmaker Institute, visit [www.therainmakerretreat.com/network](http://www.therainmakerretreat.com/network) or call 888-816-8935.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 7,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice. He is the international best-selling author of 10 books and 5 audio programs.

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