From: Larry Bodine
To: Larry Bodine;
Subject: LawMarketing Newsletter: Fulbright Report Sees Upswing in Litigation
Date: Wednesday, October 13, 2010 07:00:49

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LawMarketing Newsletter

- Fulbright Report Sees Upswing in Litigation
- Social Media Strategies for Lawyers
- What's Wrong With Your Law Firm Bio?
- 5 Ways To Avoid Referral Mishaps
- People Making News

10/13/2010

LAWMARKETING *Newsletter*

Fulbright Report Sees Upswing in Litigation

Fulbright Report Sees Upswing in Litigation

A new survey of 400 corporate counsel by **Fulbright & Jaworski** finds that regulatory litigation, suits by bigger companies, and industries like real estate, manufacturing, energy and health care will drive new growth in litigation.

- Read more...

Social Media Strategies for Lawyers

There is business to gotten with online social networking, according to an interview by **Lisa Dimonte**. Lawyers can capture it today with tips and techniques on LinkedIn, according to business development expert **Larry Bodine**.

- Read more...

What's Wrong With Your Law Firm Bio?

Flaws in lawyer bios include infrequent updating, trying to be everything to everyone and a lack of personality, according to online media expert **Adrian Dayton**.

- Read more...

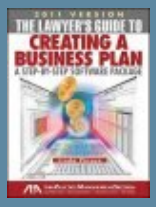
Bonus: click here to see the worst website bio photo.

5 Ways To Avoid Referral Mishaps

See what we're talking about on the LawMarketing Listserv right now!

- GC opinions on social media?
- NY Law Journal Needs One Global Business article ASAP
- Firms Hire Laterals in Strategic 'Land Grabs' for Market Share
- Boutique firm in West Palm Beach, FL hiring a marketing/biz dev manager

Click here to join today.



Now in the LawMarketing Store: The Lawyer's Guide to Creating a Business Plan: A Step-by-Step Software Package

Linda Pinson has produced an intuitive software application (based on her award-winning book, *Anatomy of a Business Plan*) that does 75% of the work for lawyers and business managers who need comprehensive and customized business plans to maximize profits. For new law

Done properly, a good referral system helps clients connect with the attorneys they need, and it can generate more business for the referring lawyers. **Larry Bodine** reveals the five ways you can avoid making a bad referral.

- Read more...

Webinar: Get a Client a Day the Enrico Schaefer Way

Entrepreneur, technophile and intellectual property lawyer **Enrico Schafer** gets numerous new-business calls per day to his firm, Traverse Legal. He converts at least one caller per day to be a client, by studying the terms clients use to find him online, turning those terms into 200 blogs, and using clever software that assigns a unique toll free 800 number to each blog. He's completely harnessed technology to bring him business – and he can track exactly which blog pulled in the client. **You can learn more here.**
Click here to register for this program.

Presented by:	Apollo Business Development
Speakers:	Enrico Schaefer, Esq.
Date:	October 28, 2010; 1PM - 2:15 PM Eastern Time
Location:	On the web, over your computer
Contact:	Laura Kresich; (Tel) 773.966.9273 or lkresich@lawmarketing.com

People Making News

Ted Burke has been named the new managing partner at **Freshfields Bruckhaus Deringer LLP**, a London-based firm of more than 2,400 attorneys in 27 offices. Mr. Burke was named as part of a new management team along with Will Lawes and Stephan Eilers. He has been the firm's chief executive since 2006 and will take up his new post in January 2011. Mr. Burke has been a partner with Freshfields since 1998 and practices in the global energy and infrastructure group.

Dr. Andreas Dietzel took over as the new Managing Partner of **Clifford Chance Germany** on October 1. Clifford Chance is an international law firm with 29 offices in 20 countries, employing more than 3,200 attorneys. Dr. Dietzel leads the firm's Industrials Sector Focus Group and was formerly the head of the Corporate practice in Germany.

Thompson Hine LLP has named **James B. Aronoff** as the administrative partner of the firm's Cleveland office. Based in Cleveland, Thompson Hine is a business law firm of more than 400 lawyers in 8 offices throughout the U.S. and Europe. Mr. Aronoff is the head of the Real Estate Capital Markets practice.

Yours,

Larry Bodine

Business Development Advisor

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