

FREE WEBINAR:
"Building the Elder Law, Trusts & Estates Practice: 5 Things You Can Do Right Now"

A.L.T. Legal Professionals Marketing Group will sponsor a free online webinar entitled "Building the Family Law Practice: 5 Things You Can Do Right Now" on Tuesday, April 12, 2011 at 12:00 Noon (EDT).

This fast-moving 1-hour program will highlight no-cost and low-cost tactics that elder law/trusts & estates practices can implement immediately to generate new client revenue.

Content to be covered includes:

- Understanding the Money vs. Time Conundrum
- Integrating Marketing Efforts for Maximum Efficiency
- Do-It-Yourself Search Engine Optimization and Pay-Per-Click
- Cost-Efficient Public Relations
- Effective Newspaper Advertising
- Implementing the Elder Law/Trusts & Estates Seminar
- Utilizing Direct Marketing Towards a Captive Audience

The free webinar will be presented by Les Altenberg, President of A.L.T. Legal Professionals Marketing Group and author of numerous articles on legal marketing that have appeared in such publications as The National Law Journal, Law Practice Management, Texas Bar Journal, North Carolina Lawyers Weekly, Massachusetts Lawyers Weekly, and the Legal Intelligencer. He has over 20 years experience in helping law firms build their business.

Individuals interested in attending this webinar should register at LegalProfessionalsMarketing.com.