

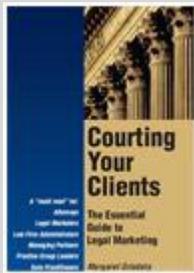


Legal Marketing Strategies

Courting Your Clients on a Schedule



Margaret Grisdela



We Wrote the Book on Legal Marketing

1-866-417-7025

Courting Your Clients training seminars available. Call for details.

Outsourced legal marketing:

- * Biz development
- * Speaking
- * Article placement
- * Social media
- * Web sites
- * Google AdWords
- * Brochures
- * Marketing plans

Wondering what to do next for your legal marketing business development campaign? Here is a simple guide to help you plan an effective lead generation program. We can help you customize this for your law firm.

Activity	Frequency
Marketing plan	Once a year
Web Site	24/7
Collateral materials	Update annually
Advertising	Varies with firm
Referral networking	Monthly
Organizational networking	Monthly Meetings/ Quarterly Review
Marketing to current and past clients	2-4 campaigns per year minimum
Speaking engagements	2/year minimum
Article placement	2/year minimum
Internet marketing	2-4 online activities per month minimum
Publicity	2/year minimum
Have a coach	On-going

If you are already exceeding these goals in certain areas, the objective is to go to the "next level." This could include greater frequency or a broader geographic focus.

Legal Marketing Strategies **Courtesy of Legal Expert Connections, Inc.**

Legal Expert Connections is a national legal marketing agency serving attorneys and experts. Your business development is our #1 priority, and expert promotion is our core competency. We help you attract qualified leads through thought leader and Internet marketing campaigns.

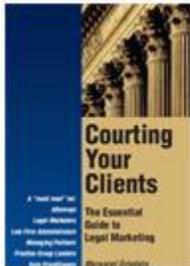
Our services, all designed to position you as an expert, include article placement, speaking engagements, publicity (PR), search engine marketing, law firm brochures, and more. Some services are available on a pay-for-performance basis (see our site www.PayForPerformancePR.com).

Legal Expert Connections, Inc.

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Remember, never stop marketing! The author invites your questions and comments.



We Wrote the Book on Legal Marketing

Courting Your Clients: The Essential Guide to Legal Marketing

Only \$24.95 plus shipping
www.CourtingYourClients.com