

Client Testimonials Can Effectively Boost Your Law Firm's Web Campaign



What you say about yourself is good, according to **Guy Loranger**. What *others* say about you is gold. Take the initiative by writing client testimonials asking them to edit what you have written.

- <http://bit.ly/dKYPsO> ...

Economic Downturn Means More Work for Employment Lawyers



Legal work is increasing in discrimination suits, violations of the **WARN act**, hiring independent contractors and non-compete agreements.

- <http://bit.ly/f3U1Z2> ...

The Eight Networking Competencies



Lawyers can overcome introversion to become skilled networkers who develop new business. **Anne Baber** and **Lynne Waymon** explain the eight competencies that give unconnected lawyers skills they can use immediately.

- <http://bit.ly/fmL3C9> ...

Webinar: Attorney Video Alert: How to Create Video that Makes Your Phone Ring



Register by January 7 and save \$50! Gerry Oginski, Esq. is a New York medical malpractice and personal injury trial lawyer, and has produced and **created more than 400 videos** to market his solo law firm. He's been in practice for more than 22 years and helps other lawyers create online video to market their law firms. This fact-filled program will cover the **7 important points** to create videos that will make your phone ring with new business. Business development expert Larry Bodine will moderate the program.

1. **Program description:** <http://bit.ly/fK3g1x>
2. **Register now to save \$50 with the Early Bird rate:** <http://bit.ly/fKg9pd>

Presented by: Apollo Business Development

Speakers: Gerry Oginski, Esq.

Date: **January 14, 2011** (After Jan. 7, the price will be \$300.)

Contact: Program Director Laura Kresich; (Tel) 773.966.9273 or lkresich@lawmarketing.com

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<http://bit.ly/fWG1GG>

This stand-alone software program (updated for 2011) will help lawyers and law firm managers create a business plan for a new or existing law practice.

It takes users step-by-step through the process of creating a plan, providing instructions, examples, and pre-formatted files that allow you to customize the plan to your unique situation. Included on the CD is a PDF of the book Anatomy of a Business Plan. **Click <http://bit.ly/fWG1GG> to learn more and purchase.**

