

Most Popular Posts from August 2010

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • September 6, 2010 • [Printer-friendly](#)



Noteworthy Articles from Last Month crestock.com © Dana Heinerich

Readers ended the summer looking for ways to build on their practice, win more business, and market themselves in a different light.

Which one of these most popular posts in August was *your* favorite?

1. 3 Tips for Dealing with Client Rejection

SWALLOW YOUR PRIDE! The next time you're hit with rejection from a prospect, take a step back and turn a negative situation into a prized LEARNING OPPORTUNITY!

2. 3 Creative Ways to Get More Business Referrals

When it comes to getting referrals... think outside the box! Here are some creative referral-generating ideas to spark motivation.

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3. E-mailing: Strike the Right Tone Every Time

Don't inadvertently send the wrong message! ToneCheck actually checks your outgoing email for any false "tones."

4. Do Female Managing Partners Have an Advantage over Male Counterparts?

The road to becoming a managing partner may be a long one, but women attorneys who have achieved that success say sexism is never a hurdle. In fact, many female managing partners suggest their gender has actually helped them!

5. 10 Rules for Today's Legal Job Search

Whether you are fresh out of law school or looking for a mid-career change, throw those tried-and-true job hunting techniques out the window.

So what's an eager, qualified job seeker to do? Here are 10 new rules for today's job hunt.

6. 5 Ways to Guarantee ROI for Your Clients

Give your clients what they want and deserve: top-notch service that is cost effective and worth every penny!

7. Price Yourself to Win More Business

Get the best results for the BEST VALUE to your clients by pricing your services in ways that will help you WIN and KEEP more business!

8. 5 Ways to Build Your Niche Marketing Campaign

Do you want to make a lasting impression, build business, and create some deep, personal connections? Then it may be time to narrow your marketing scope! Start NICHE MARKETING.

9. Marketing Mistakes Inside Your Firm

Cross-selling is the easiest and most cost-effective way to GROW BUSINESS and KEEP CLIENTS HAPPY. But success hinges on many factors. Here are 5 reasons why your cross-selling campaign may be failing.

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10. 3 Ways to Sound Animated on the Phone

Did you know people tend to lose 30% of the energy in their voices on the phone? That's right. Your body language and facial expressions comprise more than half of your personality, yet the minute you get on the phone, part of it is lost.

Questions?

Email your comments to [**Top Lawyer Coach!**](mailto:toplawyercoach@toplawyercoach.com)

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