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LawMarketing Newsletter

- Clients Happier, But Stingy
- New Research: Executives Rely on the Internet to Find Lawyers
- Ohio Judges Can Tweet and Friend Lawyers Online
- Getting More Business from Current Clients
- People Making News

12/16/2010

LAWMARKETING Newsletter

Clients Happier, But Offer Less Work with a Tiny Fee Increase

Clients Are Happier, But Offer Less Legal Work with a Tiny Fee Increase

New research spells out what clients want and what they don't. The **ACC/Serengeti Survey** found corporations keep more work in-house, pay less for legal work -- but more found value in their law firms' services.

- Read more...

New Research: Executives Rely on the Internet to Find Lawyers

85% of executives visit law service firm websites -- along with blogs and LinkedIn -- when looking to retain a lawyer, according to Greenfield/Belser

- Read more...

Ohio Judges Can Tweet and Friend Lawyers Online

The disciplinary panel for the **Supreme Court of Ohio** decided that judges can use Twitter and "friend" lawyers who appear before them on Facebook.

- Read more...

Getting More Business from Current Clients

Opening a new file from a current client is as easy as asking for referrals, increasing the "switching costs" and taking a client to lunch, according to author **Margaret Grisdela**.

- Read more...

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

- Lawyer Monthly Magazine?
- Fun Law Firm Holiday e-Card
- Alums running law firm alumni program--know of any?
- A business development tip worth looking into
- A list you don't want to be on: The 14 Most Arrogant Firms

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The LawMarketing Store

Now in the LawMarketing Store:

- The Essential Little Book of Great Lawyering
- White Paper: Alternative Fee Arrangements: New and Better Ways to Price Legal Services
- White Paper: Top Ten Techniques to Law Firm Marketing Success
- Social Media for Lawyers: the Next Frontier
- The Lawyer's Guide to Creating a Business Plan: A Step-by-Step Software Package, 2011 Edition

Webinar: What GCs Look For Online When They Want to Hire a Law Firm

Jeff Lantz, Esq., has seen websites from the view of a General Counsel, practicing lawyer, and internet marketing expert. He will reveal what clients look for on your website. All lawyers will benefit from with LIVE program, because their websites are the most powerful marketing initiative -- online 24/7/365. Learn how to turn your firm website into a lead-generating machine.
You can learn more here.

Presented by:	Apollo Business Development
Speakers:	Author, lawyer and former GC, Jeff Lantz
Date:	January 6, 2011
Location:	On the web, over your computer
More info:	Please go to www.pbdi.org/pages/events.asp?Action=View&EventID=253

People Making News

Phillip L. Bayt is the new managing partner of **Ice Miller**, an Indianapolis-based firm of more than 230 attorneys in 4 offices throughout the Midwest and Washington, D.C. Mr. Bayt, currently the chair of both the real estate practice group and the firm's finance committee, will assume his new position on January 1, 2011.

Chadbourne & Parke has elected **Andrew Giaccia** as the firm's new managing partner. Mr. Giaccia, who has been managing partner of the firm's Washington, D.C. office, will be based in the New York headquarters. Chadbourne & Parke employs more than 425 attorneys in 13 offices worldwide.

Alvidas Jasin has joined **Ropes & Gray** as Client Relationship Executive. Ropes & Gray is a Boston-based firm with 9 offices employing more than 1,000 attorneys worldwide. Mr. Jasin was previously a principal with the BTI Consulting Group. His prior experience includes Director of Business Development at Thompson Hine LLP.

Nixon Peabody has chosen **Andrew I. Glincher** to serve as the firm's chief executive and managing partner. Nixon Peabody is made up of more than 700 attorneys in offices throughout the United States, Europe and Asia. Mr. Glincher has been the managing partner of the Boston office since 2004.

Yours,

Larry Bodine

Business Development Advisor

www.larrybodine.com

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