

Market without Leaving Your Office by Presenting a Webinar

By Larry Bodine, a business development advisor with a nationwide practice. He has helped 250+ law firms generate new revenue by devising strategies, conducting business development retreats and individually coaching attorneys. He can be reached at www.LarryBodine.com and 630.942.0977.



More lawyers are presenting Web seminars as a way to reach a large number of people because neither the presenters nor the attendees are required to travel to see the program.

You have probably attended a "webinar" yourself. Attendees simply log in to a website to see your slides and they call a toll-free number to hear your voice.

Now you can present a webinar to clients and prospective clients inexpensively and without having to learn the complicated technology. With a private webinar service, you can focus on your presentation and not worry about the logistics. Please see <http://bit.ly/fds7CX> to find out how.

7 Reasons a Web seminar is better than traveling to make a presentation:

1. **You'll get new files from clients without needing to leave the office.**
2. **Prospective clients -- whom you could not otherwise reach -- will call you** after they have seen your slides and heard you speak.
3. **Eliminate the expense and hassle of travel.**
4. **Save your valuable time.** You will focus on your presentation, not the room setup.
5. **You'll expand your geographic footprint** and reach clients and potential clients across a wide area.
6. Online seminars position you as being **tech-savvy**.
7. You'll get a **list of email addresses, mailing addresses and phone numbers** of all the attendees for follow-up contact.

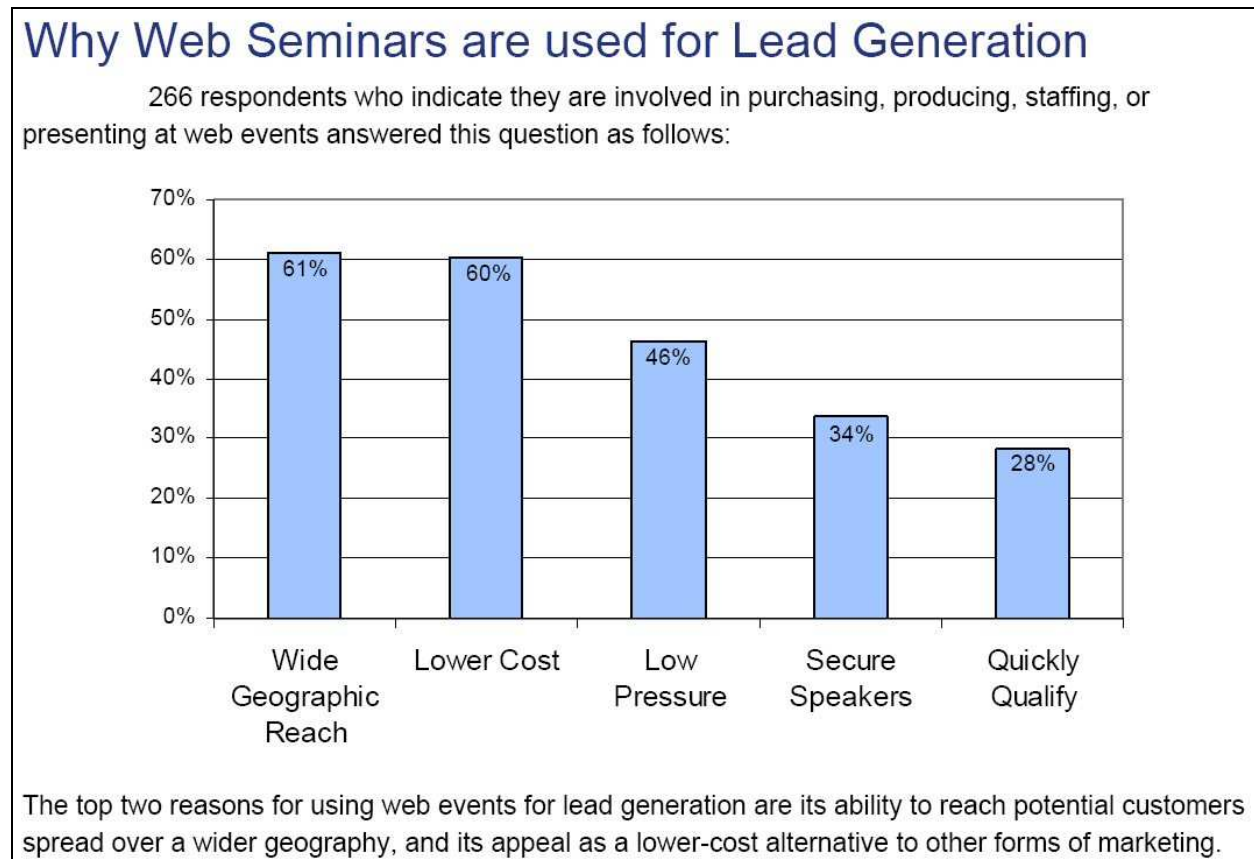
All you will need to do is to prepare a PowerPoint slide show, and then present it using a telephone and your computer. **You don't even need to be at the office.** Again, visit <http://bit.ly/fds7CX> for further information.

A private webinar service will:

- Create a custom **program description** on the web, using your branding, logo and pictures.
- Create an **online signup page** where people can register to attend. The signup page will be tailored with your logo and pictures.

- **Promote** your program with a custom invitation using email addresses that you supply.
- Notify you regularly about the **number of attendees**.
- Furnish the complete **contact information of registrants**: name, company, address, telephone and email address. This will help to start building your email list for promotions.
- Lend you the use of our **webinar host** at cost, getting our negotiated low fees.
- **Make a recording** of the program, which you can send to clients who missed the program, email to prospective new clients and place on your website.
- Assist you and your co-presenters with **formatting the PowerPoint slides**.
- **Hold an advance run-through** to make you comfortable with the webinar system.
- **Act as the “emcee,”** opening the program, introducing the speakers, advancing the slides and fielding questions from the audience.
- **Advise you every step of the way** and answer every question you have. Why take a chance with services Gotowebinar or Webex, which provide no personal assistance?

How many clients and prospects would you like to reach without leaving your office? Please see <http://bit.ly/fds7CX> to find out more.



Source: Wainhouse Research

For more on this topic, call:

Larry Bodine, Esq.

Business Development Advisor

Tel: 630.942.0977

E-mail: Lbodine@LawMarketing.com

Web: <http://www.LarryBodine.com>

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- Training lawyers at firm retreats.
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