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BE A BETTER TRIAL LAWYER

We are the resource to help you in your mission to do what truly matters...fight and win for your clients.

Must Have: A Complete Marketing Strategy



Marketing a law firm is no different than positioning any other professional services business. You need a strategy. It's not uncommon to try to "wing it" by designing low-budget brochures after-hours, or assigning a receptionist the daunting task of keeping up with the firm's website. But while you might have skated through with that approach in the past, increasing your caseload ever so slightly but not knowing how, the reality is that kind of scattered marketing approach is no longer viable in today's sophisticated, crowded market.

With the introduction of social and mobile platforms, plus increasingly tech-savvy clients, law firms have to market from every angle from TV advertising, to direct mail and internet-tracked eCRM campaigns - to reach customers consistently. Here's your wake-up call: You can't handle this alone, even with paralegals pitching in. Plus, shouldn't your employees focus on what they do best, converting the leads... [read more](#).

Internet, Social Media Landscape Changing



The use of social media has changed over the years. Not long ago social media sites like My Space, digg and Friendster were simply "fun" websites where teenage kids could share stories, talk about weekend plans or complain about their Mom and Dad.

Today, social media has blossomed into a way of life. There are social media sites and apps for just about everyone, regardless of age, sex, likes, dislikes, height, weight or any other measurable factor that makes each of us different. The biggies - Facebook, Twitter, Instagram, LinkedIn and Pinterest. The here and now - Vine, Snapchat and Tumblr. Periscope, Yik Yak and Kik. The influential directories - Yelp, AVVO. Video hosting - YouTube, Vimeo. Now, you may be asking yourself... [read more](#)

Email Marketing is for ALL lawyers



In the "old" days before the Internet, lawyers would communicate via mail. With the initial introduction of the Internet, everyone loved email. One of the best parts of logging onto AOL was the knowledge that after minutes of agonizing squeals, you'd be treated to that wonderful phrase, "You've Got Mail!"

But after a couple decades of Nigerian prince schemes, Spanish lotto scams, and mountains of unsolicited spam (which is never a good marketing tactic), how do people feel about email now? Is it still a worthwhile tactic for lawyers to communicate with clients, lawyers and other professional relationships?

The simple answer is yes; and the Top 5 reasons email... [read more](#)



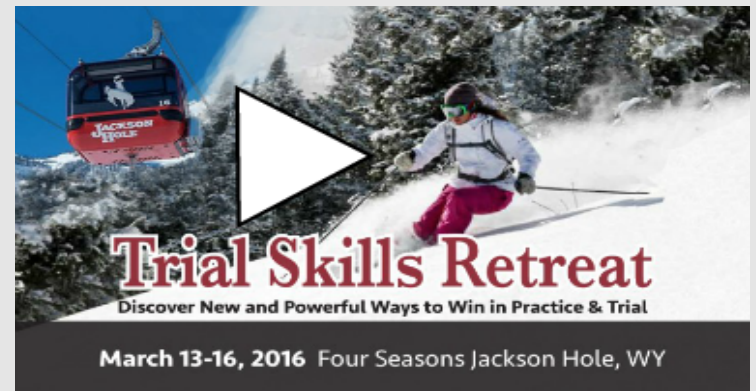


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Your auto practice will soar from what you learn at Auto Crash Litigation 3.1.
- Steve Gursten

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The Trial Skills Retreat will change the way you evaluate and work your cases.
- Mel Orchard

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