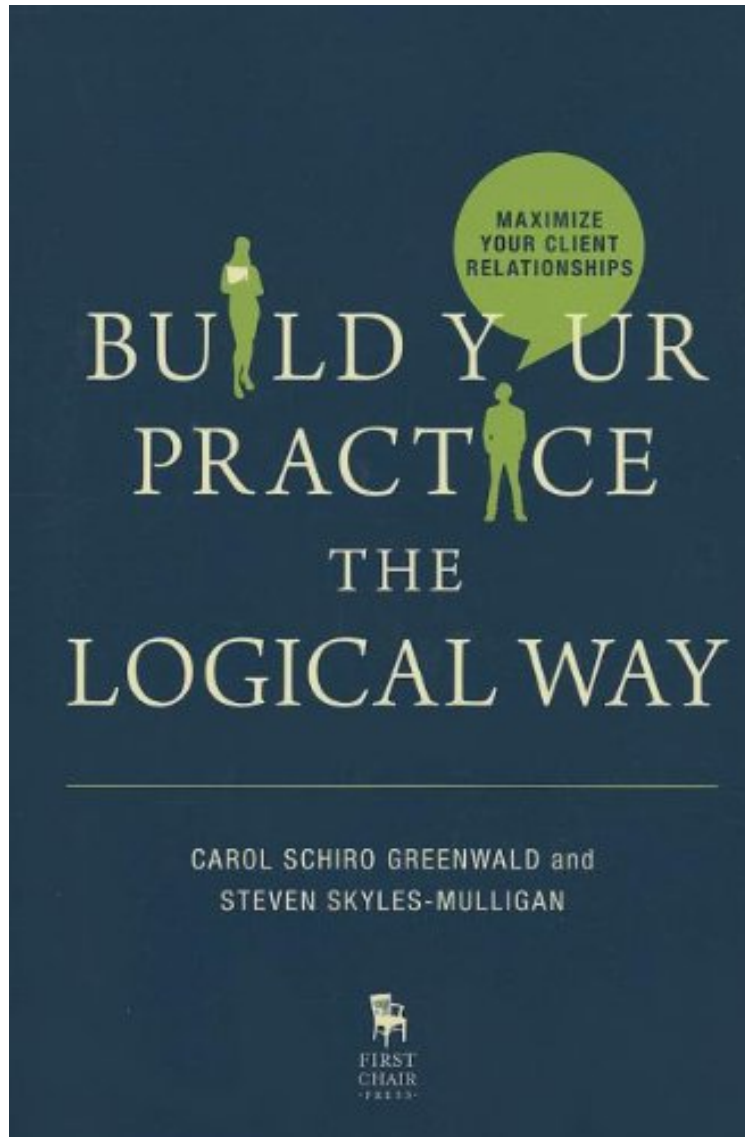


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Build Your Practice the Logical Way: Maximize Your Client Relationships

Carol, Ph.D Schiro Greenwald, Steven Skyles-Mulligan
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read this book from cover to cover to help me write my book for the ABA, "Smart Marketing for Smart Firm Lawyers." My staff implemented many of the ideas to improve our office. The ABA has the best books for helping attorneys, and this is one of them. You may also wish to purchase "Smart Marketing for the Small Firm Lawyer" List Price: \$59.95 Author(s): Kenneth A Vercammen Sponsor(s): Solo, Small Firm and General Practice Division Publisher(s): ABA Book Publishing ISBN: 978-1-62722-484-0 Product Code: 5150468 2014, 156 Pages, 7 x 10 Marketing is essential to the growth of any enterprise. There are many low-cost and no-cost opportunities that exist. This book explores today's marketing landscape and outlines its many facets for you in concise and easy to understand terms. Any business owner will tell you that marketing is vital to the success and growth of a venture, and a law practice is no exception! This book thoroughly explores today's marketing landscape and outlines its many facets for you in concise and easy to understand terms. This book will cover: *Creating a blog for free* How to leverage a wide array of social networking sites (like Facebook, Martindale Hubble, Yelp, etc.) *Best practices for marketing within the law office* Low-cost and no-cost marketing activities *Tips to increase your efficiency and reach* And more! Included with this book is a helpful CD-ROM with digital copies of all the exhibits used in the book and the various websites that are referenced. Learn how to make the most of the marketing opportunities that exist with Smart Marketing for the Small Firm Lawyer. Praise for Smart Marketing for the Small Firm Lawyer: "Vercammen's new marketing book belongs in the tool box and library of every lawyer regardless of firm size. Ken not only tells the lawyer WHAT to do, he shows the lawyer HOW to do it." Jay Foonberg Author of How to Start and Build a Law Practice, 5th Ed

Clients will fuel your firm's growth. Consistent, strategic, and sustainable firm growth depends on strong client relationships rooted in practices that are designed to meet not only clients' expressed needs but their expectations. This guide will help you tend what is already most rewarding in your practice: the clients who value you most and with whom you most value working. The steps outlined are straightforward, strategic, and significantly important for your practice's long-term health and viability. The authors identify strategies to keep your clients and help you grow your business, including: focus on your clients; use value to create a foundation of loyalty; master communication techniques to build a client-centric practice; research and understand your current practice

About the Author Carol Schiro Greenwald works with professional firms, practice groups, and individuals as a strategist and coach to help them develop business better. Steven Skyles-Mulligan is a branding, communications, and marketing expert who works with CEOs who want their people, products, and services to cut through the noise and stand out from the crowd.