

Business Development for Lawyers: Strategies for Getting and Keeping Clients

Sally J. Schmidt

*ebooks / Download PDF / *ePub / DOC / audiobook*



**BUSINESS
DEVELOPMENT *for*
LAWYERS**
Strategies for Getting and Keeping Clients



Sally J. Schmidt

 Download

 Read Online

#1666738 in Books Incisive Media, LLC 2006-05-01Original language:EnglishPDF # 1 9.00 x .57 x 6.00l, .98 #File Name: 1588521362310 pages | File size: 36.Mb

Sally J. Schmidt : Business Development for Lawyers: Strategies for Getting and Keeping Clients before purchasing it in order to gage whether or not it would be worth my time, and all praised Business Development for Lawyers: Strategies for Getting and Keeping Clients:

12 of 17 people found the following review helpful. Clearly writtten client development advice for lawyersBy Janet H. MooreThe author, who served as the first president of the Legal Marketing Association, obviously understands the ins and outs of client development. Her clearly written book covers lots of important topics, including: cross selling, satisfying clients, building loyalty, and handling difficult client situations.The author also tells attorneys how to build their reputations through effective marketing, public speaking and the like. She shares pointers on how to make ever-important networking easier and more effective.Ms. Schmidt suggest a lot of good marketing strategies, some of

which are tried and true; for example, she recommends that lawyers who are drafting written marketing materials (including their bios) should first carefully review those of their key competitors. This may seem obvious in its importance, but from my experience as a lawyer coach, all too few lawyers take the time to make this simple comparison. Perhaps after reading Ms. Schmidt's book, more attorneys will do so, following her roadmap for good marketing and client development habits.³ of 14 people found the following review helpful. A must for LawyersBy
ivan caveroRealistic, in Plain english, easy strategies to implement. Simply Excellent. Period

Whether you're launching a practice or trying to expand your book of business, this new guide gives you the help you seek. From developing a reputation to developing relationships, from retaining existing clients to generating new business, *Business Development for Lawyers: Strategies for Getting and Keeping Clients* examines all the available techniques, providing you with the expert insights and practical tips you need to make them work for you. You'll learn how to write for publications, make effective presentations, network, handle the media, get results from participating in conferences and social events, follow up with contacts, build relationships with referral sources, close the deal with prospective clients, and more. This new book from a leading law firm marketer and consultant is an excellent starting point for anyone developing a personal marketing plan or for the lawyer who wants to improve personal marketing and business development skills

About the AuthorSallySchmidtwas the first president of the Legal Marketing Association and the current president of Schmidt Marketing, Inc. She is the author of *Marketing the Law Firm: Business Development Techniques*.