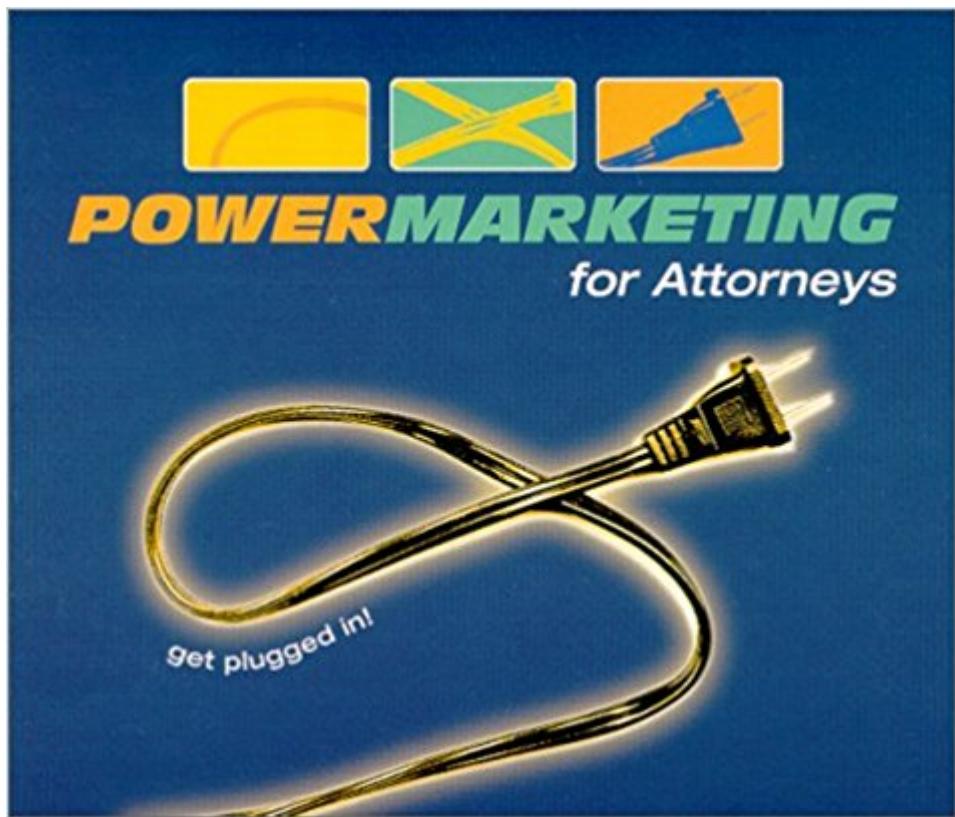


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# Power Marketing For Attorneys



## **Synopsis**

Power Marketing for Attorneys is a comprehensive marketing program aimed at attorneys and other service professionals. It consists of 3 CD's, 12 sessions, and 3 hours of cutting edge strategies, tactics and inside tips you are unlikely to find anywhere else. This spoken word CD series answers questions such as: 1. How to decide where to advertise? 2. What is my number one asset and how do I utilize it? 3. What kind of marketing strategies can I employ for little or no money? 4. How do I go about mounting an effective Public Relations campaign? 5. What is database marketing? 6. What do I need to know prior to launching a television campaign? 7. Should I concentrate my efforts on attracting new clients, cultivating relationships with current clients or a combination of both? 8. How can I increase my bottom line by 20% or more in the coming year?

## **Book Information**

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## **Customer Reviews**

In over 15 years in marketing, Cindy Speaker has been responsible for virtually every aspect of strategic marketing and management. She spent 5 years as the Marketing Director for a prominent multi-state personal injury law firm headquartered in Philadelphia. The firm has additional offices in New York and Washington, DC, with affiliates nationwide. In that position, Ms. Speaker cultivated relationships with attorneys throughout the country. She is currently a marketing/media/advertising consultant to a variety of service professionals.

...So what exactly is marketing? Marketing is the delivery of client satisfaction at a profit. The twofold goal of marketing is to attract new clients by promising superior value and to keep current clients by delivering satisfaction. Understanding and satisfying client needs is crucial to this process.

The bottom line is that marketing calls upon everyone in the organization to think client and to do all they can to help create and deliver superior value and satisfaction. We want your clients to be absolutely delighted with your service, so much so that they can't resist telling their friends and family about you. Nobody does this better than Disney. Disney did an extensive survey among visitors to their theme parks. These individuals were asked what made the greatest impression on them while visiting the parks. The number one answer was cleanliness and the number two answer was authenticity. For Disney, cleanliness is marketing. They perform a menial task so expertly that it has actually proven to be their number one marketing tool. And how much do they pay for that great word of mouth advertising? Not one dollar. Word of mouth advertising is the most valuable form of advertising and it doesn't cost you anything. Nothing you say about yourself will ever have the impact that it has when someone else says it about you. The single basic secret to generating great word of mouth advertising is to find ways to do so well and so uniquely what you do that your customers or clients simply can't resist telling others. Who would ever think that cleanliness could be such a valuable marketing tool? If your clients were surveyed, what do you think they would say sets your firm apart? . . .

As publisher of "The Marketing Energizer" electronic newsletter for consultants, I'm always on the lookout for tips, strategies, and marketing tools to pass along to our subscribers. Cindy Speaker's concise and well organized "PowerMarketing for Attorneys" will give attorneys (and other professionals) practical, street-smart techniques that can make a difference in your cash flow right away. With her fast-paced, lively CDS you get everything you need almost effortlessly. She calls on her years of experience to let you in on how to do the right thing and also how to do things right -- whether it's a public relations strategy, a TV campaign, or a system to generate referrals from clients and other professionals. I appreciate her flexibility -- she recognizes that all law practices are different and suggests ways to adapt key marketing techniques for different situations.

There is nothing more helpful for anyone taking on a challenging task such as marketing a law practice than having a checklist approach in an organized and motivating format especially for attorneys. Cindy Speaker has delivered -- her three-CD set is an incredible value at \$59 (it's worth much more) and identifies the key marketing and business development topics in addition to how to approach them with interesting discussion of her in-depth research and practical examples which may be put to use every day. No attorney, law firm marketing director or business development manager can afford not to listen to these CD's over and over again -- it is a must-have "bible" for law

practices in my opinion.

These CD's were completely geared toward marketing to the general public. They would be great for those who have a general practice, family, estate, or personal injury clientele. However, most of the author's advice does not really apply to those of us with savvy professionals for clients. I practice Creditor Rights Litigation. Most of the CD's just did not apply to getting corporations and businesses as clients. It was, however, entertaining and fast moving. It gave lots of great information. I just got sort of sick of hearing the author blather on about her own personal injury practice.

As publisher of "The Marketing Energizer" electronic newsletter for consultants, I'm always on the lookout for tips, strategies, and marketing tools to pass along to our subscribers. Cindy Speakers's concise and well organized "PowerMarketing for Attorneys" will give attorneys (and other professionals) practical, street-smart techniques that can make a difference in your cash flow right away. With her fast-paced, lively CDS you get everything you need almost effortlessly. She calls on her years of experience to let you in on how to do the right thing and also how to do things right -- whether it's a public relations strategy, a TV campaign, or a system to generate referrals from clients and other professionals. I appreciate her flexibility -- she recognizes that all law practices are different and suggests ways to adapt key marketing techniques for different situations.

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