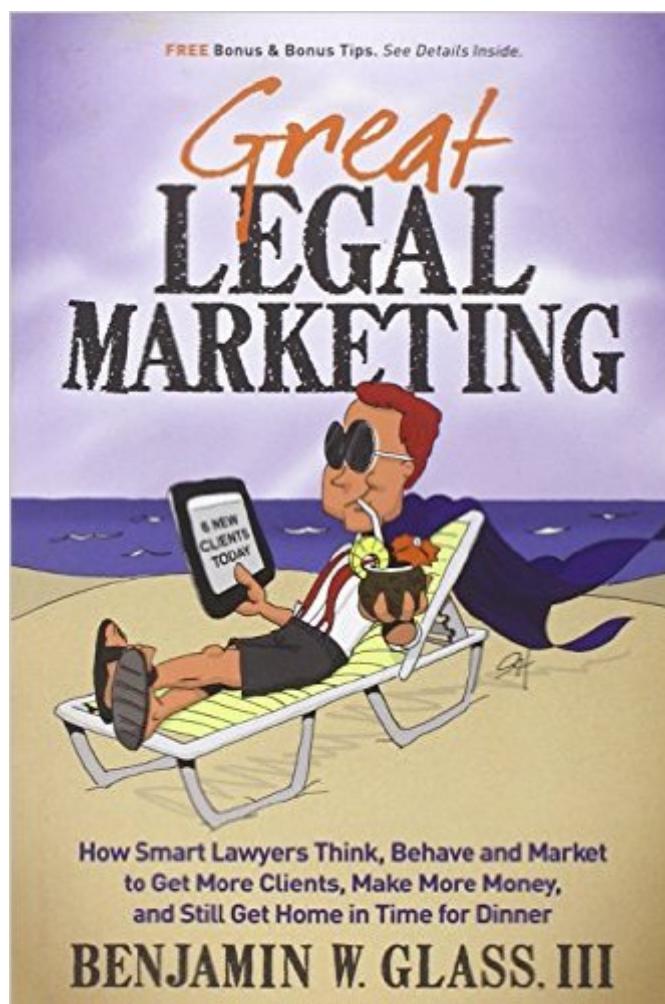


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# Great Legal Marketing: How Smart Lawyers Think, Behave And Market To Get More Clients, Make More Money, And Still Get Home In Time For Dinner



## **Synopsis**

Other lawyers are living extraordinary lives and their success can be discovered and modeled! Who wants to spend 60 to 70 hours per week in the office? What lawyer would love nothing more than to be accessible to his or her clients 24 hours a day, 7 days a week? "Great Legal Marketing" will show you how you can implement proven strategies into your marketing campaign that will make your ideal clients come knocking on your door. "Great Legal Marketing" will dramatically alter the way you view the marketing of your law practice. Ben Glass illustrates, in an easy-to-follow format, how you can:

- Improve your mindset about marketing and its purpose
- Build a valuable database of past, current and future clients
- Cultivate a group of followers who will send business your way
- Create a system that puts your marketing on auto-pilot
- Follow the footsteps of other successful lawyers who have âœfigured it outâ •
- Integrate various marketing techniques into your practice...today
- Avoid the common pitfalls of lawyer marketing

Not only does "Great Legal Marketing" incorporate Benâ™s valuable advice, there are also guest chapters written by people who are in the marketing trenches on a daily basis. You will be able to learn various perspectives on marketing, including what works and what does not. Donâ™t leave marketing to chance. Let "Great Legal Marketing" guide you on the path toward a profitable law practice that doesnâ™t require you to spend each and every day in the office!

## **Book Information**

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## **Customer Reviews**

Lots of advice such as "put a video on your website" and "I wrote a book", but no practical hows. There were however, many, many, many links to his websites so that you could hire him.Just

enough information to titillate, and to of course realize that I didn't know how to market and needed some help.

Basically, his tip is to write a book and then send it to everyone you can. Not so practical. The rest of the book is just an opportunity for his vendors ("guest authors") to market their services--from website design to SWAG manufacturers--to you. Got me thinking and I'm glad I read it. But it's just a lot of HIM marketing to YOU.

I received a flyer in the mail about this book, but instead of buying it directly, bought the Kindle version. It has a number of useful observations about marketing a legal practice, and in particular, ways to prevent one's advertising from getting lost in the shuffle of similar messages. It had a few internally inconsistent views on how to accomplish this. My greatest disappointment, though, was in the editing. I would hope that a book written by lawyers, for lawyers, would have been thoroughly proof-read but found the Kindle version to have a number of errors. I do not know if these same errors occur in the print edition.

No secrets revealed; it could be useful for starters if it only cost less than \$3, but I think the price isn't worth it. Quite short: you can read it in a flight. Full of advertisement from the author and some other author's friends (I don't like paying for advertisement).

I picked up a copy of Ben Glass's 'Great Legal Marketing' the other day and I loved it! I am NOT an attorney but the ideas that he presents in the book are easily transferable to virtually any business. Here are a couple of things that stuck out to me and more than paid for the book...1) Your advertising message has to be different. Every attorney out there says the same thing: "Free consultation, if we don't collect a fee from the insurance company you pay nothing, I graduated from [insert name of fancy law school here], we have a combined 40 years experience, yada, yada, yada." Ben Glass has set himself apart by headlining his ads with "You May Not Need an Attorney...before you talk to an adjuster, sign a contract, etc. get our free book first." Brilliant way to get the consumer to stop what they are doing (looking for an attorney) and at least consider the offer of the ad. Then, if they order the book...2) Send your prospects a 'Shock 'n Awe' package. If every other attorney is offering a free consultation and you are instead offering a big box of "stuff" that is educational, informative, and useful to your prospect in addition to the free consultation you will get that many more appointments. In short, you have pretty much one shot to wow your prospect when

they request information from you...the best way to do that is to send them a 'Shock 'n Awe' package. Overall I enjoyed the book very much and would recommend it not only to attorneys but anyone who is serious about creating marketing that works.

This book has a lot of great ideas that I believe will be useful. The book has already made me think about marketing differently. That being said, the author definitely uses the book to advertise for his own products and a variety of products of friends, etc.

I am a commercial litigation attorney with a business background and degree and found this book to be interesting and applicable. Although not all sections of this book apply across the different legal practice fields, many do apply. So, if you are looking for a way to work on your book of business, this is worth while reading.

I've had the pleasure of participating in a marketing mentoring and sharing group with Ben Glass for several years and consequently I was anticipating a high quality product and I was not disappointed. While this book was written from the perspective of marketing a law practice, any professional services business owner can find golden nuggets sprinkled throughout the book. The sub-title hints at Ben's perspective on life and business - "How Smart Lawyers think, behave and market to get more clients, make more money and still get home in time for dinner." Written in a conversational style, the book and the learning points are accessible by any business owner, especially those just starting out. One of the points Ben makes is that there are two ways to learn something new- by trying something, making a mistake and then correcting course - or by looking at what other successful people are doing and adapting what you learn to apply it to your business. Ben is a perfect example of this, having built three successful businesses using this exact technique. The book outlines several Success Principles such as #8 - Recognize that you're not in the commodity business - find a way to differentiate yourself from your competition. He backs up each Success Principle with examples of how to implement them. Using examples from his own business, Ben not only covers theory but gives you practical strategies that you can use immediately in your business, links to websites and actual headlines used in his marketing pieces. The second half of the book includes guest chapters from experts in specific marketing areas such as Social Media and Radio Advertising. Overall, I found this book an excellent text on Direct Response Marketing, written in an engaging style.

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