

HOW IS YOUR **LAW FIRM** **MARKETING** MEASURING UP?

Check your calendar. One-third of the year is “in the books.” How are you doing? Be honest with yourself. Still doing the same things over and over and expecting a better result? Einstein called that “insanity.”

If your practice is already everything you want it to be, then go ahead and either pass this letter to someone who is not as smart as you are, or just rip it up. If that’s you — congratulations.

But...if you are like most solo and small firm lawyers in America today...keep reading.



HURRY!
Already Over
75% SOLD OUT!

Register by
May 31, 2010 for
SPECIAL SAVINGS!



Announcing:
THE GREAT LEGAL MARKETING 2010 SUPERCONFERENCE
JUNE 11 & 12, 2010 • FAIRFAX, VIRGINIA
THE FAIR LAKES HYATT

We've seen it all before, haven't we? The traditional ads in the Yellow Pages that don't tell prospective clients anything; the static websites with pictures of courthouses and cityscapes; the generic holiday cards; the glossy brochures with every detail imaginable about the firm, but no really helpful information; the free consultations.

That's just the problem. We have seen it all before. In fact, it's what 95 percent of lawyer marketing looks like. And, it's why 95 percent of the lawyers aren't getting ahead.

So, I have to ask you: How is Your Marketing Measuring Up?

Are you frustrated with the types of cases you are getting, disappointed that your practice is still not where you want it to be, and tired of the same old marketing that costs a fortune, but doesn't produce results? If so, you owe it to yourself to read on.

This is your invitation to learn how hundreds of lawyers — many of whom were struggling and completely at a loss for what to do next — dramatically changed their fortunes and their lives by adopting my outside-the-box marketing and practice-building system.

As I draft this letter in early March, I can't help but think about the amazing start to 2010 I've had and how I arrived at this point in my life. I really am living my dream. I have a terrific wife, I'm the father of nine very cool kids (now that we've welcomed David and Leah from our recent trip to China), I have a thriving law practice, and I run two other successful businesses, as well.

It certainly didn't happen by accident or dumb luck, though.

Truth be told, the wheels were put in motion over ten years ago for everything that is happening now.

It all comes back to my practice.

Back in the late nineties, I was completely frustrated with my practice. I was working ridiculously long hours. I wasn't spending nearly enough time with my family. I couldn't seem to land the types of cases I wanted. My marketing wasn't producing results and was costing me a fortune. I was fed up, and I knew I had to do something different.

Out of necessity, I decided to develop my own system of out-the-box marketing and took an entrepreneurial approach to building my practice. I refused to accept mediocrity. I put systems in place so that my firm could run smoothly even when I wasn't there. I stopped thinking that I had to accept every case that walked through the door. I changed the way I thought about the value of my time. I put my family first. In short, I built exactly the kind of practice I wanted to. It took me ten years to "get it right."

This is your chance to do the same thing...but at a much faster pace.

Ben Glass



What has 2010 Meant for Your Practice? BOOM OR BUST?



Unfortunately, for many lawyers, 2010 has not gotten off to a good start. Many are in pure survival mode these days, having failed to make adjustments to their marketing and practice management strategies in the last couple of years that would have put them in a position to not only survive, but thrive. Instead, they have continued to do things exactly the way they always have, keeping their fingers crossed and hoping for something better to happen.

Predictably, they've achieved the same lackluster results. Or, worse yet, they've shut down their practices, convinced that they simply couldn't compete in today's economy.

But there's a group of lawyers out there doing some pretty special things. A group that made a conscious decision to ignore the recession and focus on building the type of practice they always dreamed of.

A practice in which they *are*:

- ✓ Experiencing rapid and profound growth.
- ✓ Becoming a celebrity in their hometown.
- ✓ Consistently receiving referrals from former clients and other attorneys.
- ✓ Accepting fewer clients (but getting the ones they really want) and earning more money.
- ✓ Able to take a vacation or get home for dinner without the practice falling apart. (In fact, most are finding that the practice doesn't miss a beat when they aren't there.)
- ✓ Enjoying the benefits of a marketing system that produces a steady stream of leads, enables them to track and measure the results, and doesn't break the bank.

A practice in which they *are not*:

- ✗ Working 80-90 hours a week and constantly missing family events.
- ✗ Accepting every single case that walks through the door, no matter how bad it might be.
- ✗ Frustrated by their employees.
- ✗ Constantly hoping the big case is right around the corner.
- ✗ Spending huge sums of money on traditional marketing such as the Yellow Pages or putting up, "It's all about me" websites and wondering if it's working at all.
- ✗ Struggling just to make ends meet.

But where do you start? How do you learn the tools and strategies to build your ideal practice? Where do you get the playbook and instructions to make it all happen? Just what are the most successful Great Legal Marketing members doing to stay successful?



THE FIRST STEP YOU NEED TO TAKE: Attend Great Legal Marketing's 2010 SuperConference, June 11 & 12, in Fairfax, Virginia.

If you are success-minded and self-reliant, this conference will change your life. I **guarantee** you that this is **the** place where the most successful and progressive attorney marketers will gather to not only learn from the experts on the stage, but to share best business practices with each other. And when I say guarantee, I mean guarantee (you'll see what I'm talking about later).

So, How Do Great Legal Marketing Conferences Measure Up?

Unlike other big conferences that try to impress you (or distract you) with special guest celebrities and supermodels, the real stars at Great Legal Marketing conferences are real-life lawyers just like you who decided they wanted something different for their practices and their lives and made a commitment to learning a better way to achieve the results they really wanted.



Lawyers like Brian Mittman of New York, who after moving out of the city has created the practice of his dreams using marketing strategies learned at our conferences.

Or lawyers like Mike Schafer of Louisville, Kentucky, who has dominated the Internet and exploded his practice — the way he wants to!

Or lawyers like John Bisnar, who while he had a very successful practice before he discovered Great Legal Marketing, built one of the most successful personal injury firms in all of California after attending our conferences and becoming one of my MasterMind Members.

And their stories are far from unique. Hundreds of lawyers during the past few years have attended GLM conferences to look over our shoulders and learn the secrets of building a great practice.

This is your chance to do the same thing...

We'll show you the exact steps you need to build a complex, effective, and ethical marketing and practice management system. You'll experience firsthand how to develop a system that is next to impossible for your competitors to copy, that will distinguish you as **"the wise man/woman on the mountain"** in your community and that will grow your profits. Yes, profits.



Ben Glass's Great Legal Marketing 2010 SuperConference, June 11 & 12, 2010
GLMSuperConference.com

To be sure, some people are turned off by my business and profit first approach when it comes to running a law firm. It's certainly not what you were taught in law school or what you hear at nearly every other legal marketing and practice management seminar. All I can tell you is that there's a reason why most lawyers continue to struggle with average, frustrating practices.

It's why I believe that true growth in a law practice begins with looking at the practice of law in a completely different manner. It's why we are constantly studying what successful entrepreneurs are doing in businesses outside the practice of law and figuring out ways to apply their strategies to my practice. It's why I reject the notion that my business is somehow different from others. And it's why I talk about and teach this approach at the GLM conferences. It flat out works.

So What Makes the SuperConference **DIFFERENT AND BETTER** Than Every Other Legal Marketing Conference out There

(including a batch of "monkey see — monkey do" competitors that are springing up all over the place)?

- ▶ **We don't waste your time** with nebulous theory and fluff. Marketing and running your practice is serious business; we give you the specific details about what the most successful attorneys in the country are doing right now to grow their firms.
- ▶ **We give you a marketing playbook;** you leave the conference knowing exactly what to do and how to get things rolling. No more guesswork and money wasted on what I call the marketing vultures.



Lead Presenter

Ben Glass, Practicing Attorney in Fairfax, VA, and Founder of Great Legal Marketing



Ben Glass is a practicing lawyer and extraordinarily successful litigator in Virginia and the District

of Columbia. In the late '90s, Ben was frustrated because he was spending thousands of dollars on advertising and not getting the kinds of cases he wanted, working long hours, and not seeing marketing results.

He went looking for help to effectively and ethically build his personal injury law practice. He discovered it wasn't out there. He did find a lot of "stuff" being sold to lawyers, but nothing that really helped him make the changes he knew he needed to make. Ben had to develop his own system. He stepped "outside the lawyer box" and investigated what other businesses and entrepreneurs were doing. Over time, he developed a system for ethically and effectively marketing his own practice, with resounding success. His experiences led him to author several books, design the "Ultimate Personal Injury Practice-Building Toolkit" and create Great Legal Marketing, a business dedicated to helping attorneys use out-of-the-box marketing to create the kind of business they want.

Ben has demonstrated his exceptional understanding of what it takes to build a practice and what he took to literally quintuple his practice revenues in less than three years.

- ▶ **We're adding special workshops** to this Super-Conference to take our teaching to the next level: you'll learn specifically how to set up and run direct mail campaigns, write compelling ads, execute your Web strategy and manage a back-end follow-up campaign. We'll also review the rules of ethics in lawyer advertising (but it won't be your usual, boring "ethics" seminar).
- ▶ **The most extensive and thorough coverage of Internet marketing** you will find anywhere. Period. My buddy Tom Foster makes sure of that. He is the only web developer I have ever met who truly understands that getting on page one of Google is just the first step of a bigger process. Of course, Tom teaches you how to drive traffic to your site, but more importantly; he shares with you what it takes to convert those visitors into clients. At the end of the day, that's all that matters, isn't it? (Tom will also be introducing a new "speed pass" technique that will allow you to vastly expand your Internet footprint.)
- ▶ **We talk about the importance of mindset.** Look, the best marketing plans in the world are worthless if the person who is handed them has the wrong attitude or doesn't get the big picture or isn't willing to work hard to improve their lot in life. This is why my personal mindset coach, Rem Jackson, plays such a major role at our conferences. Bottom line is that neither (1) marketing nor (2) mastery of the law will get you to the goal line without effective and ruthless management of yourself and your staff. Rem is the nation's expert on this and Ben and Rem teach you how to think and act like business entrepreneurs.
- ▶ **We show you the well-defined and proven "game plan"** that affordably and effectively gets the attention of your ideal client, creates interest in that client for you and your firm, sells your services to that client (yes, sells), and develops a relationship with that client so that they not only stay with you, but refer others to you. We'll also

Rem Jackson, President and CEO, Top Practices, LLC



Rem Jackson is the Founder and CEO of Top Practices, LLC, a company dedicated to helping lawyers and other professionals build and grow their practices through innovative marketing programs.

Rem is the leader of the Top Practices Marketing Mastermind Group which has enabled dozens of lawyers, medical professionals and small business owners achieve their goals by building their practice the way they want it to be, not just the way it turned out.

Jackson is known as the "coaches' coach" and is an expert at teaching lawyers how to effectively and ruthlessly manage themselves and their staffs while helping them develop a success mindset.

"I was pleasantly surprised by the sheer amount of quality, practical information that was provided to me at the conference. I was also happy how members shared their experience openly, freely and honestly. I will be back in June. I feel I have a lot of tools to take my legal practice to the next level."

- David M. Chester, Esq.
Akron, OH

show you that this game plan works, whether you are talking about your website, Yellow Pages ads, or print, TV or radio advertising. Lawyers who “get” this find their practices rocking, even in a down economy.

- ▶ **The chance to hang out with and learn from members** of my two marketing MasterMind groups — these are some of the smartest and most successful lawyers in the country. They are there — and easily identifiable — for you to pick their brains on breaks, at lunch, and over dinner. Not only are these lawyers hanging out with you, learning even more to take back to their towns, but, from time to time, we bring them up on our stage to show you exactly what they are doing in their practices. (Note: It’s not all about marketing, either.)
- ▶ **As always, you have our 100% money-back guarantee.** If at the end of the conference you decide that we have not knocked your socks off, you let me know and you get 100% of your money back, guaranteed. There is no risk for you, even if your plans change. If your schedule changes and you can’t make it to the conference, you can get a full refund before May 11, 2010, or a credit toward a future GLM event!

Bottom line, if you’re frustrated that your ~~marketing~~^{practice} just isn’t measuring up and you’re unsure where to even start, you owe it to yourself to be at our SuperConference in June.

Why This Conference May NOT Be For You

We are not for everyone. In fact, as I’ve said in the past, probably 80 percent of the attorney population is never going to change. Some are intimidated by what their peers think; others are just plain lazy — wanting change, but unwilling to actually work to affect change. If you count yourself among them, rest assured,



Tom Foster, CEO and Founder of Foster Web Marketing



Tom Foster is the CEO and Founder of Foster Web Marketing, an internet marketing company that helps attorneys promote their practices on the internet using a variety of sophisticated methods.

Tom is considered one of the nation’s leading experts on Web marketing, search engine optimization, converting website visitors into clients, and social media. Tom’s company has designed and currently hosts websites for over 200 attorneys, and his clients not only consistently appear on Page 1 of Google, they often **dominate** Page 1 of Google.

Foster is also the creator of DSS (Dynamic Self-Service), a powerful and highly effective online application that allows his web clients to update every aspect of their website.

Wendy Ellin, Founder and President of Momentum



Wendy Ellin is the founder and president of Momentum, a productivity training & consulting business based out of Atlanta, Ga.

Wendy teaches the Momentum Method which is a step-by-step process for enhancing focus, organization and productivity in the workplace and in life.

this conference would be a huge waste of time and money for you and we don't need your negative vibes.

But there are other reasons this conference may not be right for you. For example, if you:

- Expect to learn the magic bullet to marketing or the one thing that will change your practice overnight. It doesn't exist, despite what others may promise.
- Are unwilling to put in the hard work to improve your lot in life.
- Are perfectly content to rely on the same random-chance marketing that brought you to wherever it is that you are today.
- Don't believe that the world is changing and that the whole Internet — including websites, blogs, YouTube, Facebook, UStream and other platforms — is where your next client is looking for you.
- Are unwilling to change the very way you think about the business of the practice of law.
- Are convinced that you can't succeed in any economy.
- Want to blame others, including insurance companies, judges and lawmakers, for what happens to your practice.
- Are unwilling or unable to invest time and money in marketing, websites and coaching programs. (This is not the state bar "how to do 'free' marketing" seminar.)
- Are looking for a conference at a fancy resort in a place like Las Vegas, with tons of free time to go swimming and play golf.

Gerry Oginski, Practicing Attorney from New York



Gerry is a veteran solo New York medical malpractice and personal injury trial lawyer and is the only video producer who is also a seasoned trial lawyer. He has produced and created over 250 educational videos

to promote his own law firm, is a frequent lecturer and webinar host, and is the author of five books, including his latest one that he co-wrote with Tom Foster, *How Really Smart Lawyers Are Using Video On The Web To Get More Clients*.

Peter Wishnie, Founder and Director of the Family Foot and Ankle Specialists, LLC



Dr. Peter Wishnie is the founder and director of the Family Foot and Ankle Specialists, LLC. Dr. Wishnie has become "more than slightly famous" in the podiatry world for developing management systems that

help his podiatry practice run flawlessly (even when he's not there). Many GLM members who have heard Dr. Wishnie speak have very smartly figured out "how to use what he talks about in their business."

Bottom Line — IT'S DECISION TIME

So you've hung in there and read this far. Now it's decision time.

Time to decide whether you are ready to embrace positive change and a new way of doing things. Time to decide if you want to hang out and learn from people who may be doing things bigger, faster and better than you. Time to decide exactly what type of practice and lifestyle you want to enjoy.

Take a moment to flip back through the pages you have just read. Look at the pictures and see the faces again. Read the testimonials a second time. This is the real deal. Real lawyers. Lawyers who have made the decision to do something special. Lawyers who have thumbed their noses at the recession, rolled up their sleeves and said, "I'm ready. Count me in."

This is your chance to do the same thing...

I look forward to seeing you there.

Ben Glass

P.S. Because of the popularity of the Great Legal Marketing Conferences, we've sold out our last five live events and are well on our way to six in a row. Space is extremely limited so reserve your seat today.

P.P.S. You only have until May 31, 2010 to lock in special savings on your SuperConference registration. After May 31, the registration fee goes up to full price. Remember, if your plans change, you can get a full refund up to 30 days prior to the SuperConference. After that, we will credit your fee towards a future event.

Mischelle Davis, Client Relations and Marketing Director, Davis Law Group, P.S.



In 2007, Mischelle's husband, Seattle personal injury attorney Chris Davis, convinced her to help him grow his law practice and revolutionize how lawyers market their services and communicate with their

clients. Mischelle's marketing and communications efforts, which have turned Davis Law Group into one of the top personal injury firms in Washington state, have made Chris a local and national personal injury law celebrity (appearing on ABC, NBC, CBS and FOX stations in Seattle as well as on CNN's Anderson Cooper 360).

Mischelle is the author of a book on successfully using social media as a marketing tool entitled, *Facelift: The Practical Facebook Marketing Guide for Service Professionals*.



The GLM mastermind group meets in a closed-door, daylong session.



P.P.P.S. Those who have attended more than one of our conferences have discovered that it's a really good idea to bring a key employee, a spouse or a marketing assistant with you when you come. With so much information to take in and process, you'll need someone who "gets it" to help you implement everything.

The Great Legal Marketing 2010 SuperConference

June 11 & 12, 2010

Fairfax, VA • Fair Lakes Hyatt

Make Your Hotel Reservations Early!

The 2010 SuperConference is at a new hotel this year.

The Fair Lakes Hyatt is a beautifully appointed hotel conveniently located off Route 66 in Fairfax, VA. This AAA Three-Diamond hotel is within minutes of both Dulles and Reagan National airports, and only 18 miles from Washington DC.

The hotel features suite-sized guest rooms, complimentary parking, business center, state-of-the-art 24-hour fitness center, Olympic-style indoor pool, sundeck, nearby basketball courts, and biking and jogging trails. (Not that you'll have time for any of the amenities, but your family will enjoy them.)

Room reservations must be made directly by calling **1-800-233-1234**. Ask for the special Great Legal Marketing **low group rate of just \$100/night** for a standard single or standard double room. To receive this special room block rate, **reservations must be made by May 19, 2010**. Rooms are limited, so book early.

“The mindset, methods and tools that Ben Glass shares will allow me to stand apart in a crowded field of competitors – with a dignified, education-based, practice building program. He shows you how to create, manage and test marketing campaigns in any media. There exists no more cost-effective way to transform your practice.”

- Tim George, Esq., Erie, PA



Special Discount

Offer Expires May 31, 2010!

____ Ben, I'm smart enough to know I need to be there and I'm Ready to Reserve My Spot for the 2010 SuperConference! I Understand Your Lawyer Marketing Events Have Sold Out the Last Five Times You Held Them and That You are 75% Sold Now. Please Don't Leave Me Out! **My registration is fully refundable until May 11, 2010, and if my plans change after that, you will give me full credit toward one of your twice-yearly events.** Fax to 703-897-1309 or mail to: Great Legal Marketing, 3915 Old Lee Hwy, Ste 22-B, Fairfax, VA 22030

Attendees

Name: _____ Title: _____

Name: _____ Title: _____

(Enter additional names on separate sheet of paper)

Charge this card: AMEX VISA MC DISC

Card no.: _____ Exp. Date: _____

Name on card: _____

Address: _____

City, State, Zip: _____

Email: _____ Phone: _____

Sign Form Here: _____ Date: _____

First Attendee from the Practice:	✓
Coaching Members with Special Savings = \$1,995	
Ben Glass GLM Coaching Members after May 31 = \$2,495	
(Ben, I want to join Coaching. I've gone to GLM-Coaching.com, and I'm faxing the application over today.)	
Non-Coaching Members with Special Savings = \$2,495	
Non-Coaching Members after May 31 = \$2,995	
Additional Attendees from the same law firm (limit 4):	✓
All Additional Attendees (Must be from the same practice) = \$350	

Total

By attending this event, I grant to Great Legal Marketing and its team the right to take and use photographs, audio and visual recordings of me in connection with this event. Great Legal Marketing may use and publish the same in its future print and electronic marketing without compensation to me in any form. I understand that no recording of the event is permitted.





3915 Old Lee Hwy, Ste 22-B
Fairfax, Virginia 22030

RETURN SERVICE REQUESTED

HOW IS YOUR LAW FIRM MARKETING MEASURING UP?

See why this June 11 & 12
could be the two most important days
of the year for your law practice.

“Fantastic conference! It totally changed my world view on how to run a law practice. My marketing before the conference was the usual -- just throw more money at the problem. This systematic and logical approach which could apply to virtually any industry appears to be the wave of the future. The great thing is that Ben gives you a no-nonsense plan to start immediately implementing this wealth of information right when you get home.”

- Travis Watkins, Esq., Oklahoma City, OK

“I started up with GLM about a year ago. Since that time, I’ve gone from taking nearly any case that came through the door to implementing a strictly personal injury practice designed around my vision. I’ve tripled my caseload since being in GLM. But what I enjoy the most of all is the no-nonsense, positive, motivating experience I’ve had with Ben, Rem and the entire GLM staff. GLM keeps me focused on marketing my practice in an interesting, different way than other lawyer advertising.”

- Shelly Leeke, Attorney at Law
Goose Creek, SC

“Another fantastic event! This is my second GLM conference and just like the first one, I am walking away with tons of new marketing ideas. With all the ways to spend money on legal advertising, it is a relief to have a roadmap of what works and what doesn’t work. The speakers were all on point and the vendors were the perfect compliment to the event. I look forward to implementing these great ideas. I will be back.”

- Mark Anderson, Esq.
Fort Worth, TX

ATTORNEYS ARE TALKING ABOUT BEN GLASS'S GREAT LEGAL MARKETING CONFERENCES