

This April - Ben Glass Presents an  
Entirely New Legal Marketing Event

# "THE RESTORING THE PUBLIC'S TRUST GREAT LEGAL MARKETING SUMMIT"

April 8-9, 2011 • Northern Virginia



What if You Had the Opportunity to Not Only Experience For Yourself What Hundreds of Lawyers Across the United States and Canada Have Already Seen, Heard and Implemented to Improve Their Practices, Become Heroes to Their Families and Icons in Their Communities but to also See and Hear from America's Top Marketing Expert, the Guy many call the Napoleon Hill of the 21st Century?

*It's true...* Dan Kennedy is coming to the Restoring the Public's Trust Great Legal Marketing Summit on April 8 and 9, 2011, and you need to be there if you and your law practice are not both running AT THE TOP OF YOUR GAME or if you fear that the recent election results bode ill for your practice or your very livelihood.

Recently, in a private meeting held in Baltimore, Maryland, Ben convinced Dan Kennedy, the Millionaire Maker and internationally recognized author and creator of the "No B.S." approach to marketing and growing businesses to come and speak to his "GLM" family of lawyers. The man who has shared the stage with everyone from Colin Powell to Bill Cosby to Margaret Thatcher to former U.S. Presidents will be sharing the stage with Ben Glass, Rem Jackson and Tom Foster at the "Restoring the Public's Trust" Great Legal Marketing Summit next April.

*This was not an EASY task.*

Dan "hates" lawyers. He jokes about them in his "No. B.S. Marketing Letter" and makes fun of them from the stage.

In his autobiography, *My Unfinished Business*, Dan actually proposes three changes that he says America would benefit from:

- (1) Close all the law schools for 10 years;
- (2) Prohibit attorneys from breeding other attorneys;
- (3) Prohibit lawyers from being elected to Congress.

In his book, Dan goes on to say, however, that several lawyers that he knows, Ben included, are 'different.' Dan says:

***But my impression of you guys is really positive, and you are a credit to a much maligned, mostly deservedly maligned profession. It is my impression that you are as rare as diamond-***

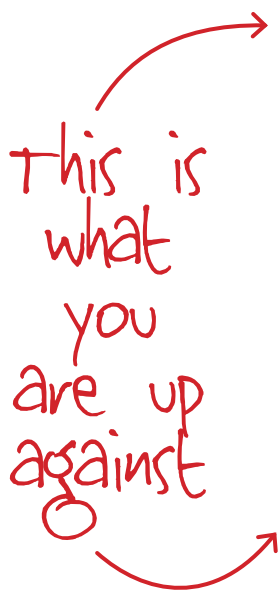
***studded hen's teeth in chickens who look like Elvis and drive Buicks. I'm sure there must be other exceptions hidden in the legal profession, lawyers not worthy of my scorn.***

Dan has been following Ben's "effective, ethical and outside the box marketing" for years." He has featured some of Ben's marketing ideas in his own newsletter and he reads the Great Legal Marketing newsletter each month. In that private meeting Ben was able to convince Dan that "yes," there were other lawyers out there who are a credit to the profession and the place to find them is at the **"Restoring the Public's Trust Great Legal Marketing Summit."**

Dan was so impressed that he has agreed to speak not once, but twice at the Summit. On Friday evening, from 7:00-9:00, he'll be talking about **"Five Pathways to Business Breakthroughs of Epic Importance."** Then, on Saturday morning, he'll deliver a once in a lifetime talk on **"Trust-Based Marketing, What Every Attorney Must Know to Once Again Grab the Heart and Minds of the Public."**

This is not easy to do. As renowned author and jury trial consultant David Ball said in his **"Public Respect and Trust"** paper:

*This is what you are up against*



A third of jury-eligible Americans hate and fear trial lawyers. This is because of what they think you *do*. That third knows you endanger their well-being: their jobs, their health care, their families; their religion. They *know* you profit from the misery of others.

A decades-long campaign against you has brought them to this point. That campaign—carefully planned and executed—was unchallenged until a few years ago. By then it was too late to talk our way out of it. The decades-long, one-sided case had convinced a third of the Americans that trial lawyers are a serious public menace.

We may not have the whole agenda completed or all of the details hammered out for our April event, but we do know two things:

- Dan Kennedy wouldn't be appearing onstage at a Great Legal Marketing event unless we were the real deal.
- You're going to need to secure your seat early if you want to catch Dan and the GLM team at the National Summit. We've sold out the last seven GLM events without Dan in the fold. Now, with him set to attend and speak **twice**, we're sure to sell out very early.

## WHAT ELSE IS IN STORE FOR YOU AT THE RESTORING THE PUBLIC'S TRUST GREAT LEGAL MARKETING SUMMIT?

**First, an avalanche of Internet marketing.** We know several things for certain:

1. Your next client is doing "research" on the internet about their legal problem **before they are even thinking** about hiring a lawyer;
2. They aren't searching past page one of Google if they find the information they are looking for there. **PLUS**, the public is becoming increasingly skeptical and distrustful of all of those "We've got the best attorney at our directory" pay-per-click scheme sites. The public is NOT that dumb.
3. Even getting on the first page of Google is no guarantee of success. I prove this in my video at [www.MyAttorneyWebsiteSucks.com](http://www.MyAttorneyWebsiteSucks.com).
4. But, Tom Foster and his Foster Web Marketing team have figured out how to grab their attention and get them to ASK you to market to them even

before they THINK about HIRING a lawyer. You'll learn what's working right now and what you have to be ready for in the next 14 months!

5. You'll learn how to dominate YouTube and elsewhere using video. We'll show you an amazing strategy that enabled me to control all 10 positions on one YouTube results page for keywords that are important to me.
6. You'll also learn which of those hundreds of other lawyer 'directory' sites you should play with and which should be avoided like the plague. (There's one site currently making the rounds with spam email that is sure to land you in "state bar advertising committee hell" if you are dumb enough to participate.)

**Second, Rem Jackson, my personal mindset coach, will unveil the secrets to thinking and acting like business entrepreneurs and developing a true success mindset.** A deep, dark secret about marketing and advertising is that it often is much more about what goes on between your ears than what your ads say that can take you to the next level. Wait till you hear (and see) what Rem put his mind to and accomplished during the past year. It will blow you away, and he will show you exactly how he did it.

**Third,** Ben will of course take you through his "effective, ethical and outside the box marketing" course. In addition to running his own highly successful law practice, (**BenGlassLaw.com**), Ben is the most sought after speaker on lawyer marketing in the country. He runs two lawyer mastermind groups with attorneys paying up to \$18,000 per year to be able to meet with him in person three times per year. His coaching members get on the phone with him several times a month in order to keep abreast of the very latest. In fact, at his most recent one day seminar, the room was still filled at the end of the day as lawyers refused to leave until they had heard everything he and his team had to say.

Think about that

(When was the last lawyer seminar that you went to where the room was still filled at the end of the day? And no, it wasn't because we were offering ethics CLE credit at the 4:00 slot!!)

Actually, there is another thing we know:

*this conference isn't for everyone.*

You see, there's a bit of an epidemic going on in this country: huge numbers of people caught up in making excuses, blaming others for their lot in life and not taking responsibility for making positive things happen.

Lawyers are no different. Every day I hear the same stuff:

- "I can't compete with Law Firm X down the street — they're spending a fortune on TV."
- "Now that the Republicans have just about taken over Congress, a bad situation just got a whole lot worse, and I'm struggling to get cases. Hell, my practice area might be eliminated in my state."
- "There are just too many firms in my area and not enough cases to go around. Besides, every lawyer in town thinks they can handle a [name your specialty niche] case."
- My state ethics board is the worst bunch of knuckleheads in the country — they don't let me do any advertising. (Note from Ben: I think I've heard that from just about EVERY state!)

I could rattle off 20 more in a heartbeat.

If you find yourself in this boat and are completely unwilling to change or have your eyes opened to tremendous opportunity, please do us all a favor and **stay home**. You would just end up frustrated and be a drain on the amazing energy that will be there.



## **BUT, IF YOU ARE:**

- tired of excuse-making
- tired of not attaining the success you've always desired
- tired of worrying about how to build a lucrative practice that funds your ideal lifestyle
- unwilling to wait for 'someone else' to take care of the public's perception of your chosen occupation
- or just simply tired of doing things the same way and expecting a different result,

**YOU OWE IT TO YOURSELF AND YOUR FAMILY  
TO BE AT THIS AMAZING CONFERENCE.**

**ON APRIL 8 & 9, 2011,  
CHANGE HAPPENS.**

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.  
2525 W. 26th St., Ste. 201  
Erie, PA 16506

## A PERSONAL NOTE FROM VIRGINIA ATTORNEY BEN GLASS:

Are you Ready to Change your Life?

I mean, seriously change your life.

I'm not talking about making a few New Year's resolutions to drop those nagging 10 pounds or to be a better spouse or to exercise more. Don't get me wrong, those are all admirable things to resolve that you'll do in 2011, but they don't go far enough in most cases.

No, what I'm really talking about is changing your core, your constitution. The very way you think (and what you think about). The way you act. The way you react. How you determine what's important in your life. How you define and measure success. How to live life on your terms and achieve what you want to do. How to stop living in fear and worry.

I Am in the Trenches with you

Like you, I run a small law firm. Though I'm a sole practitioner, I have surrounded myself with a great team, including several 'of counsel' attorneys, including my son, Brian, two executive assistants (Terry and Mairim) and two cracker jack "kids," (Laura and Brad) who I have trained to be future entrepreneurs. One of the secrets to being able to build a fabulous practice is to 'hire smart and create superstars.' I will show you how to do that.

I do get a lot done each day. Besides the usual array of new client meetings, prepping for and taking depositions, attending mediations and trying cases, I am running two other businesses. Everything must be run “my way” in order that I can get home each night to have dinner with the five elementary school kids who are still at home.

## How It All Changed for Me

For those who don't know the 'back story,' my life changed in the spring of 2003 when I responded to an offer to get Dan Kennedy's product, "Magnetic Marketing."

This was a couple of years into my solo practice ("I know how to try cases, how hard can it be to run a law firm?"), and I was struggling with the same old random-chance marketing that every other personal injury lawyer was running. The only exception was that my ads were smaller. I did have a website (made it myself!!!) but no newsletter. No books, free reports, nada, zippo. Just me and my 'reputation.' I had not only gotten big verdicts in important cases but I had also served on all of those bar committees 'they' tell you get on to 'get your name out there.'

When I got "Magnetic Marketing" I almost sent it back. It looked like a binder full of photocopied old ads, some form letters, and as I recall, it cost \$299.00. Dan offered a full refund if 'not satisfied.' Lucky for me I didn't return it.

In retrospect, I now realize how Dagny Taggart felt in ***Atlas Shrugged*** when she and Hank Rearden find 'the motor' in an abandoned warehouse. She recognizes that the motor could change the world even though she can't figure out, at first, exactly how it works. I didn't understand everything in "Magnetic Marketing" but somehow I was smart enough to know that if I could figure it out it would change my life. The rest, as they say, is history. (If you don't know who Dagny and Hank are, don't worry. They are only two of the main characters in the book most cited by successful business people as being 'the book' (after the Bible) that most changed their lives.)

# I FIRMLY BELIEVE THE NEXT GROUP OF GLM SUPERSTARS IS GOING TO COME OUT OF THIS CONFERENCE. LAWYERS WHO ARE READY TO:

- ✓ Experience big-time, rapid growth.
- ✓ Leave behind the days of excuse-making and finger pointing.
- ✓ Spend real time with their families and actually be able to take a vacation from time to time instead of constantly being at the office.
- ✓ Enjoy the benefits of a steady stream of leads and quality cases from a proven marketing system.
- ✓ Only accept exactly the kinds of cases they want (not take every single one that walks through the door).
- ✓ Wake up energized and excited about going to work instead of dreading every minute and always feeling frustrated.
- ✓ Become a celebrity in their hometown.
- ✓ Dominate their competition.



# LAWYERS LIKE JAMES ROSWOLD, A PERSONAL INJURY ATTORNEY FROM KANSAS CITY, MISSOURI.

About five years ago, like many of his peers, James had found himself in a place he didn't want to be in. He was spending 99 percent of his time working "in" his practice instead of "on" it. He was writing checks for about \$200,000 a year to the Yellow Pages, scared that if he didn't keep doing it the cases would suddenly dry up.

He had a website "that was getting about 12 hits a year" so he decided to investigate websites. He looked at Foster Web Marketing but thought they were kind of expensive and decided to stick with his 12 hits a year website for another five years and ended up getting no cases from his site year after year.

He tried doing newsletters a couple of times but didn't stick with them. He started writing a couple of books but never got them published. He had gotten Ben's materials but never really committed to following what GLM taught.

*But then it finally clicked.*

James decided to join one of Ben's Mastermind groups and jumped in with both feet. The results have been spectacular in just a short amount of time:

- James went ahead and had Foster Web Marketing develop a website for his firm which is now generating over 2,000 hits per month and bringing in cases.
- Using the GLM/Top Practices newsletter program, James is now getting a newsletter out each month. "It's a great newsletter; it's working and people are calling," he said.

- The firm completed and published 6 books, bolstering their reputation as **the experts** in their practice niches and generating leads for the firm's database.
- The firm is now generating referrals which "are far and away our best cases".
- James' good practice is now blowing up because he joined Mastermind and started implementing the strategies.

If you've been following Great Legal Marketing for any amount of time (especially if you're a Coaching Member or Mastermind Member), you've definitely accumulated a huge list of ideas and battle-tested strategies to dramatically improve your practice marketing.

At the National GLM Summit, you'll take everything you've learned — all the foundational principles, all the key concepts, all the critical marketing strategies — and **turbocharge** them.

As usual, we'll give you the tools, but you have to do your part, especially when it comes to mindset and attitude. The thing is — as I've said many times before — the greatest marketing ideas in the world won't add up to squat if you don't have the right outlook and absolute belief that this approach will work for you.

Trust me, this isn't easy.



You've got to be committed to working hard. You've got to be willing to take action. Massive action. You've got to be resolute and also understand that not everything you try will work. You've got to test ideas. You have to be willing to try new media (hint: Facebook and Twitter aren't going away any time soon and your future clients are on their platforms every day).



You've got to be willing to ignore the naysayers and those who say you can't succeed in this economy. You've got to be self-reliant and personally accountable for your actions.



You've got to be willing to think differently about your law practice and realize that it's okay to make money practicing law despite what they may have told you at law school.

If you combine all of those attributes with our tools and strategies, I guarantee that this conference will change your life.

How can I be so sure?

Ben -- My head is about to explode from the incredibly valuable strategies, tools and techniques for effective marketing. This program has profoundly rocked my world. You have brought together an amazing assortment of thinkers and executers. I cannot wait to get back to my office and begin my new approaches to marketing. Your generosity of spirit in sharing your successful strategies is greatly appreciated. Thank you.

Marc Breakstone  
Two Center Plaza  
Suite 530  
Boston, MA 02108

Ben, Rem and Tom -- There are some who can create, a few who can implement and a tiny minority who can teach. You three managed to do all three! Your great presentations and materials had true synergy for a group of like minded attorneys! Not only would I recommend this seminar, I would strongly caution those who might make the fatal mistake of missing the practice and life changing concepts that you present.

Kindest Regards,

Vaughan de Kirby  
Law Offices of Vaughan de Kirby, A.P.C. 5139 Geary  
Boulevard  
San Francisco, California 94118

Real Lawyers. Real Practices.  
Real Growth.

We just recently celebrated our five-year anniversary at Great Legal Marketing. Five years of being a difference maker for attorneys who had lost their way (or who never knew which way to even go.) Five years of setting the standard for effective and ethical marketing. Five years of transforming lives and practices.

And now we're ratcheting things up several notches.

**Enter Dan Kennedy.** There are few people in the world who have impacted businesses and entrepreneurs like Dan has, and we are fortunate to have been able to land him for our National Summit.

*If you've never had a chance to see Dan "live" before, let me tell you a little bit about what it typically costs to be in the audience for him. His sold-out conferences run up to \$4,000 per person to attend. If you were to somehow arrange a sit down with Dan one-on-one for a consultation, it would cost you at least \$2,000 per hour and his daily rate is \$18,800. If you were to ask Dan to do a complete copywriting project for your business, you would be looking at fees upwards from \$100,000 up front, plus a percentage of the revenues.*

In short, it's not cheap to get access to Dan. Couple him with an ambitious agenda featuring the top legal marketing minds in the country and you've got yourself **the can't-miss conference of 2011**.

That being said, we could have easily set the price for this conference at \$4,000 and been done with it...

At \$3,000 it would have been a bargain...

At \$2,495 we would need to consider getting our heads examined...

But we have arranged for a truly special offer for you to see Dan and the GLM team at the National Summit:

**GLM COACHING MEMBERS  
PAY JUST \$1,695 AND  
NON-COACHING MEMBERS  
PAY JUST \$2,095  
(WHILE SEATS REMAIN).**

Here's the thing, though: The GLM Summit is fast approaching a sellout, so if you wait much longer, you're going to get shut out.

Still...

## I'LL BET YOU'VE NEVER PAID THIS MUCH FOR A SEMINAR THAT DIDN'T EVEN OFFER CONTINUING EDUCATION CREDIT, HAVE YOU?



This conference **IS** more expensive than every one of those other 'build your practice' (but let us tell you all the things you aren't allowed to do) type seminars run by your state bar association. We don't offer "CLE Credit" either. (Truth is, many bar committees hate this type of seminar so much that

they REFUSE to offer credit, even though the #1 reason for bar complaints is a lack of good business practices usually caused by a lack of cash.)

You've probably been to a bunch of those seminars. Lawyers come, park themselves with their laptops and newspapers, hang out to collect the credit, and leave. The only reason that anyone is still around at 5:00 is that they always put the ethics portion of the seminar last! The late Jim Rohn said that "you are the average of the 5 people you hang out with most." You probably don't want to be hanging out with folks like that if what you really want to accomplish is change.

Our conferences are different.

Lawyers come early and stay late. We've sold out the last 7 conferences and one-day events and the room is still filled at the end of the day.

Why is that? We are changing lives! It's as simple as that.

But don't just take our word for it.

I have been a member since the beginning. My income has gone up well over 100%. My marketing funnel has grown with a consistent herd of new clients.

The monthly Mastermind CDs motivate me with new ideas on a regular basis. I have walked away from the June conference with over 85 individual ideas. I plan to implement at least 35 within the next 90 days.

Chuck Boyk  
405 Madison Ave.  
#1200  
Toledo, OH 43604

The question is not whether this seminar will provide you with enough ideas to make it worthwhile. That is a certainty. The question that you will be faced with is how many ideas you will implement and just how much to change your practice.

The information shared has the potential to revolutionize your practice of law, and more.

Mark Breyer  
15715 S. 16th St  
#100  
Phoenix, AZ 85048

As always, you have our 100% money-back guarantee. If at the end of the conference, you decide that we have not blown you away, let me know and you get 100% of your money back, guaranteed. We'll even pay for up to \$500 of your documented travel expenses. There is no risk for you, even if your plans change. If your schedule changes and you can't make it, you'll receive a credit toward a future GLM event.

The ball's in your court now. Time to decide if you're finally ready to scrap the practice and lifestyle you have — **and get the one you've always wanted.** Time to decide if you are ready to seize a glorious opportunity.

The time is now. Don't miss your chance.

See you there,

*Ben*

**P.S.** We've sold out our last seven live events and the National Summit will be no different. In fact, with the addition of Dan Kennedy, it's going to sell out very quickly. Space is extremely limited so reserve your seat today.

**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.

**P.P.P.S.** New This Year: GLM members will be competing for 'worst to best' marketer of the year!

After 5 years, we've introduced hundreds of lawyers to the "Great Legal Marketing" system of building and promoting a law practice. This year, several will be competing for big prizes, including a MacBook Pro, an Apple iPad 2 (yes, the new one!), and a Kodak PlayTouch Video Camera, for "marketer of the year." This will be your chance to see GLM members who saw, heard and took action.

I can't tell you how much I enjoyed and appreciated your seminar. Rem, Ben and Tom, "the trilogy of Great Legal Marketing" delivered the message concisely, emphatically, and effectively with specific and instant legal marketing tips that were applicable for the personal injury law firm that doesn't want the same old "INJURED CALL ME" type marketing. It was delivered in a fun and lively way with compassion. I actually think I paid attention to nearly 90 percent of the words and visual delivered to me. At a CLE, I think I pay attention to 10 percent.

I brought my two partners, one paralegal, a new associate and my web guy from Boston with me because I needed some time with them to tell them that we better wake up as a firm, or we are going to be woken up rudely one day and find that someone moved our cheese (meaning we would have no good cases)... They were very skeptical of the expense and opportunity cost to fly to Chicago for one day. They came home charged and with all the support I needed.

I was frustrated, because I tried and tried to come up with a great advertising campaign where the main focus was TV. But there were so many lawyer commercials, so many firms that were spending lots of money every month on crappy commercials. We had tried to be the path but it flopped. I knew that if I spent a quarter of million on TV and it didn't work, it would hurt the firm financially. I knew that if I didn't spend the right amount of money on the right campaign, we would be in trouble. I could not for the life of me come up with something different for a TV campaign and the ad firms were not much help either.

I knew there had to be a different way. I tried to get into the two days in June but it was sold out. I received your flyer after the two-day event but didn't want to spend the money to only have the CDs sit on my shelf. I'm glad I pulled the trigger on this event.

I think of myself as an out-of-the-box guy and within the first hour of the seminar my juices were flowing and I could barely sit in the chair. I had enough information within the first hour to occupy my advertising time for at least six months.

When I got to the office the day after the event, I had so many things ready to put into action, but I thought that this letter should be the first thing I write. ...My plan is that within 60 days, the website will be retooled, we will have our database retooled, the newsletter will be out and we will have at least four books published, most likely six books.

Please give my warmest thanks to Rem, Tom and your kind staff.

Joseph Hanyon.  
Merwine Hanyon & Kaspszyk, LLP.



\_\_\_ Ben, I'm smart enough to know I need to be there and I'm ready to reserve my spot for the National GLM Summit! I know your last 7 events have sold out and that with Dan Kennedy speaking at this event, it is sure to sell out early. Please Don't Leave Me Out!

Friday, April 8, and Saturday, April 9, 2011

**Special Savings**

*Hurry - Limited seats remain!*

**SIGN ME UP NOW! If my plans change I'll receive a credit toward a future GLM event.** If I wait to register, I understand the price will be going up to as much as \$2,495 by the time of the conference.

\_\_\_ Register me for \$1,695 because I'm a coaching member.

\_\_\_ Register me for \$1,695 because I'm joining coaching today (must be coaching member at time of event).

\_\_\_ I am not a coaching member, but I want to come to your April event, and I'm paying \$2,095.

Full name as it appears on credit card \_\_\_\_\_

\_\_\_ I am registering \_\_\_ (limit 3) additional people at \$1,695/each.

Who else are you registering? (Substitutions allowed up to 2 weeks before event) \_\_\_\_\_

Charge this card AMEX, VISA, MC, DISC \_\_\_\_\_ exp. \_\_\_\_\_  
(If no card is listed, we will charge the card we have on file for you.)

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Email: \_\_\_\_\_ Phone/Fax: \_\_\_\_\_ / \_\_\_\_\_

Sign Form Here: \_\_\_\_\_ Date: \_\_\_\_\_

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.

**Limited seats remain – sign up today.**

**Fax to: 877-576-6752 or Call Mairim at 703-591-9829**

**Mail to: Great Legal Marketing, 3915 Old Lee Highway, Suite 22-B, Fairfax, VA 22030**