



THE GREAT LEGAL MARKETING

THE NO SMART LAWYER LEFT BEHIND RESCUE MISSION

DECEMBER 2, 2010 | CHICAGO, ILLINOIS

AGENDA

7:00 AM

Registration Opens and Exhibit Set-up

8:00AM - 8:06AM

Introduction

8:07AM - 9:00AM

**Effective Lawyer Marketing—What Are We Really Trying to Do?
It's Not What You Think**

In this Opening Session, Ben Glass lays out an entirely new way to think about lawyer marketing—forget the marketing vultures and the industry norms... it is time to implement great legal marketing.

9:00AM - 9:30AM

**Five Years In—How the Top GLM Lawyers Have Achieved Significant
and Lasting Success**

This session is a showcase of the actual efforts and real world results that the top GLM MasterMind Members have been experiencing. It can be done by anyone who is willing to put their attention and energy into great legal marketing. In this session, we see what those who have done it have achieved and how they did it.

9:30AM - 9:50AM

Break

9:51AM - 10:59AM

**If Only Your “Internet Marketing Partner” Understood This (But
Maybe You Can Explain it to Them):
Dominating the Internet in Your Market**

Tom Foster lays out exactly how the internet can be used to dramatically change the amount and quality of cases that come to you. The internet is the Silver Bullet that everyone wants and few know how to use. The strategy is outlined in detail in this session.

11:00AM - 12:00PM

**From Headlines to Follow Up: How to Create the Great Legal
Marketing System for YOUR practice, No Matter What Your Niche -**

Ben Glass outlines how to organize and install your marketing and offers, and then he outlines the critical follow-up processes that must be used to get the results you want and need. This is the key to getting the cases you want to convert from prospects to clients.

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AGENDA *(continued)*

12:00 PM - 1:00PM

Lunch

1:00PM - 2:00PM

Putting the Pieces Together: Where Do I Spend My Next Dollar/Hour with my Marketing? *Ben Glass, Tom Foster, Rem Jackson*

There is a system to marketing and it must be built a step at a time. The presenters describe the first thing to do to get your marketing rolling quickly and then lay out the plan for building a real marketing machine over time.

2:00PM - 3:10PM

10 Things You Can Do for (Almost) Free to Vastly Expand Your Marketing Footprint

No one believes that good marketing is free, because it isn't. Good marketing doesn't cost you money; it makes you significantly more money that you spend on it, but it isn't free. Having said that, the presenters will show you how to out-market your competition without spending much money at all.

3:11PM - 3:45PM

Break with Vendors

3:45PM - 4:30PM

Next Steps: Leaving With Your 90-Day Action Plan

You have to have a plan if you want to be successful. The smartest people learn from other successful people and follow their lead. In this session, one of the most successful legal marketers in the country, Ben Glass, will work with you to make sure you leave with a plan—a blueprint to transform your practice in the next 90 days.

4:31PM - 5:00PM

Open Q&A with Ben, Rem, and Tom and Conference Wrap-Up

No one leaves the Rescue Mission without having their questions answered.