



GREAT LEGAL MARKETING COMES TO HOLLYWOOD!!!

Dear Fellow Attorney:

I hope your year is going great as we head through the summer. Mine has been terrific as I head for another record year!

As you probably heard, I also just finished up my June marketing SuperConference here in Virginia. We had over 140 attorneys and staff for two full days of the very best in marketing mindset, strategy and advice for attorneys in 1-5 attorney firms.

You can see highlights of some of our past events by going to YouTube and searching for “Legal Marketing Ben Glass.”

Anyway, I am writing you this short letter to let you know that my good buddy Tom Foster (Foster Web Marketing, Web Guru to Lawyers) and I will be in Hollywood, California, to conduct a very rare “four-hour mini conference” on Sunday, August 30th, from 1:00 to 5:00 p.m.

Don’t let the word “mini” fool you. Tom and I will be jam-packing these four hours with effective, ethical and outside-the-box marketing for lawyers (and we’ve got the biggest bonus on the planet – keep reading).



WHY HOLLYWOOD NOW?

Truth be told, I would not be flying across country to conduct a four-hour legal marketing seminar no matter how much someone was paying me. It just so happens that Tom and I have been invited to California to shoot a TV show on marketing that weekend so I thought, “Why not?” We are doing our “TV thing” on Friday and Saturday and extending our visit to do this very important and requested seminar with our west coast friends.

WHAT’S GOING TO BE COVERED

Here is a sampling of what we’ll cram into this half day:

- Why how you think about marketing and your perfect life is more important than the actual ads themselves.
- Why your marketing should be complex and how to make complex marketing easy to do.
- The huge mistake that most lawyers make in trying to make an ad do “too much.”
- How to use a celebrity in your marketing and why that celebrity should be you.
- How to effectively and (almost) effortlessly use a newsletter to grow and keep your raving fan base.

- How some lawyers are getting multiple positions on the first page of Google and converting visitors to clients without spending a boatload of money on pay-per-click ads.
- How to do effective web video without handing over \$50,000 (or anywhere near that) to one of those vulture law firm web developers.
- How to teach consumers how to shop for an attorney and increase the chances that their “research” leads to you.
- Why marketing the “Ben Glass way” is not only ethically permissible, but is actually encouraged by the overly restrictive rules on lawyer marketing.



LET ME TELL YOU HOW WE ARE GOING TO ACCOMPLISH THIS IN JUST FOUR HOURS

Obviously if you have heard anything at all about my typical two-day conference, you know that it is a no-fluff, no-frills event. In short, we don't screw around with your time. So the information will be fast and the breaks few. This isn't one of those typical Bar Association events where some people come more for the doughnuts and coffee and CLE credit than they do for the information. We won't be serving doughnuts (I think we've ordered coffee) and we don't mess around with trying to convince the powers that be that they should offer you CLE credit. If that's what you need, I'm sure your local state bar has a program for you – but it won't be as good as this one is on substance.

In addition to a no-frills four hours, each attendee will also be getting the complete marketing information binder that we gave to each attendee at our recently concluded \$3,495 two-day super conference. That binder contains:

1. My marketing blueprint, including 33 pages of The Good, The Bad, and The Ugly in lawyer marketing.
2. Tom Foster's 29-page playbook for becoming hugely successful via the Internet. As you can imagine, this is much more than, “We'll optimize your site for Google.”
3. Rem Jackson's (my personal mindset coach) PowerPoint slides and “think sheets” for “preparing yourself for rapid growth.
4. Rem and Ben's PowerPoint slides for “Militant Time Management” for attorneys.



And lots more!!

BUT WAIT, THERE'S MORE!

You've probably heard of my marketing MasterMind groups. These attorneys pay up to \$18,000 per year to meet in person three times a year to discuss tomorrow's marketing and practice-building strategies. I devote a substantial amount of time each year to these 45 lawyers and as a result I do virtually no private one-on-one coaching at all.

However, because Tom and I will be in Hollywood for the weekend and aren't flying out until very late Sunday evening, we are allocating a limited number of 55-minute private consultation timeslots before and after the mini seminar on Sunday. Each of these 55-minute blocks is available for an additional fee of \$299 if you are registering for the conference and \$699 if you don't plan to attend the mini seminar (but that wouldn't be smart). You may bring up to one additional guest at no additional charge to the private, closed-door session.

In addition, you may FedEx me, before August 15, 2009, any marketing material you want me to review in advance of our meeting. There will likely be no more than six of these slots available – register early.

FINALLY, THE BIGGEST BONUS OF ALL

As you know, we record each of our two-day marketing events. For our January 2009 event, we have **a boxed set of 14 DVDs and 9 CDs** of audio and video recordings. Attorneys paid up to \$3,499 to attend this event live. Would you like to see and hear exactly what they saw and heard – but pay nothing?!

Here is how to get it. Register for our Hollywood event by July 31 and in early September we will ship you the entire CD/DVD set from our January 2009 JumpStart marketing event – free! You don't even pay shipping. This bonus alone is worth spending your Sunday afternoon with us.

HOW TO REGISTER

The only way to register for this event is to fax in the attached form.

Need I say more?

Very truly yours,



Ben Glass

BWG/mkg
Enclosures

P.S. I can't promise that I'll be back to California any time soon. Late this year, my wife, Sandi and I will be traveling to Beijing, China, to adopt 12-year-old "David" and 11-year-old "Leah." This is a very exciting time in our lives. When David and Leah "come home," that will bring our family size to 11. That's a lot of soccer, baseball and basketball games, together with dance recitals, homework and all the rest. (As you know, I'm a full-time practicing personal injury and medical malpractice attorney here in Virginia.) This equals even less travel time going forward. This may be your only opportunity to meet me personally without traveling to Virginia.

P.P.S. I should jam this letter with testimonials, but I have a brief to prepare and a swim meet to get to. Just go to GLM-WhatTheyAreSaying.com and download our testimonial book (then ask yourself, how could I use this in my business?).

P.P.P.S. If, by chance, you haven't heard of me or of the success of my program and my members, please check me out. You can find me at:

BenGlassLaw.com
GreatLegalMarketing.com
Glazer-Kennedy-Virginia.com
SoloAndSmallFirmMarketing.com

Of course, you should also Google me and check out our videos on YouTube.



Great Legal Marketing Comes to Hollywood 4-hour "Mini" Conference Registration Form

***Yes, Ben, I'm in!* Please register me for your unique, one-of-a-kind 4-hour marketing seminar to be held Sunday, August 30, 2009, in Hollywood, California (exact location only disclosed to registered attendees.)**

The seminar starts promptly at 1 p.m. and ends at 5 p.m. There will be no registrations accepted at the door.

_____ I'm registering _____ person/people at \$299/person.

_____ I also want one hour of private consulting with Ben and Tom at \$299. (Your card will not be charged until your time slot has been verified. First come, first served.) I will send marketing materials by August 15, 2009, to be reviewed in advance.

_____ I can't attend the seminar, but would like to get one hour of private consulting. Please bill my credit card \$699 when my time slot is confirmed.

_____ I am registering by July 31, 2009. In September, please send me the 23-disk CD/DVD set of your 2-day JumpStart Marketing conference.

_____ I can't come to the seminar, but I want that JumpStart CD/DVD set. Please charge my card \$995.00 plus \$6.95 shipping and handling and ship my boxed set now.

Name: _____

Address: _____

City/State/Zip _____

Card Type: _____ **Card No.** _____ **Exp.** _____

(Signature)

Fax completed registration form to: 877-576-6752 or mail completed form to: Ben Glass, Great Legal Marketing, 3915 Old Lee Highway, Ste. 22-B, Fairfax, VA 22039.

Note: For the bonus boxed CD/DVD set, registration form must be received by Ben Glass by July 31, 2009.