

Bulletin: as of 8:15 a.m. on October 7, we had sold 50% of our seats.  
(Many registered as they were leaving our last conference.)

## **Warning: Intellectually Lazy Lawyers Will Throw this Letter out and Continue to Suffer in 2010**

This is an important letter about you, your finances and your family's financial future. Can I ask you a question: how is it *really* going? Are you honestly better off today than you were at this time a year ago? Based on new client inquiries that you are getting right now, are you confident that 2010 will be a blockbuster year for you?

If your answer is anything other than a resounding "YES" to these two questions, I've got one more question:



Are you willing to change things for the sake of your family?

I do hope that as 2009 draws to an end, that your revenues and profits are up over last year's. They are for my practice and for my Great Legal Marketing members. If your 2009 was not gang-busters, keep reading unless you think it's cool to just keep banging your head against a wall, waiting for a better day to hit you by sheer blind luck.

I think you'll agree with me that today every lawyer and every law practice needs to be able to do the following very well:

1. Affordably and effectively get the attention of the ideal client;
2. Create interest in that client for you and your firm;
3. Sell your services to that client—yes "sell;"
4. Develop a relationship with that client so that they will not only stay with you but refer others to you



It's as simple as that, isn't it? Yet, most lawyers continue to struggle with average practices. In 2009, many "hung it up" as the struggle to run a profitable practice overwhelmed them. (If you are one of them, sorry, you can throw this letter away or pass it along to a survivor.) Those who stuck it out now find themselves competing with the thousands of lawyers laid off by "BigLaw" in the last year.

As I draft this letter, the "health care reform debate" is heating up in Congress and many have targeted lawyers as the source of all that is economically evil. Even President Obama seems willing to throw tort lawyers under the bus to achieve his agenda. For all we know, those of us who do medical malpractice cases may have an economic tsunami to deal with next year.

Are you prepared? Is your practice set up to not only survive, but thrive in what my friend Dan Kennedy calls the New Economy? It had better be.

There is hope. No, not THAT kind of hope. Not the “if we think about it, it will come” type of hope.

## **There is No Other Place on the Planet for the Breadth and Depth of the Information We Deliver**

I’ve been working on this problem for the legal profession for years. I don’t know if you noticed, but slowly, over the last three and a half years, I’ve been building a hugely successful second business teaching and coaching lawyers across the United States and Canada how to effectively and ethically grow a practice that is perfect for their needs, desires and goals. You may have seen some of my ads in TRIAL, Lawyers USA or your own state journal. I’ve actually created two additional businesses from scratch, run very part time, while continuing to run a very successful personal injury and medical malpractice law firm here in Fairfax, Virginia. Go ahead, Google me. As one of my personal injury clients said recently, “Mr. Glass, you are everywhere.”

In doing so, I’ve become the “tollbooth” through which hundreds of lawyers pass their best marketing ideas, samples, successes and failures. I see it all—the good, the bad and the really, really ugly (more on that in a moment). I’m controversial and, at times, irreverent. I poke fun at state bar ethics committees that make up stupid rules about sounds you can put on your radio commercial and whether or not it’s “legal” to hand out two business cards to the same person. Crazy stuff like that that is bad for lawyers, bad for the public and, frankly, un-American. As you can imagine, I don’t get invited much to speak to the traditional bar groups anymore. That’s OK; they couldn’t afford me anyway.

I’m writing today to invite you to join us at our next legal marketing conference. It’s definitely not for everyone, and it’s a huge waste of time and money for the 80% of the attorney population that’s never going to change...but...if you are someone who is success-minded and self-reliant, this will be life changing. I will guarantee you that this is the place where the most successful and progressive attorney marketers will gather to not only learn from experts on the stage, but to share best business practices with each other.

*"What a conference! I was warned it would be similar to drinking from a fire hose and they were right. Lots of quality content which can be implemented by anyone who is willing to change the old ways of thinking. I'm walking away from the conference with twenty items on my to-do lists and the motivation to start implementing them on Monday."*

*--Robert Kisselburgh*

*"This is the best seminar I have been to for building a law practice, bar none. Ben's use of lawyers who have done it eliminates excuses we may have and demonstrates it's possible. The complete system I need has been given to me. I know my practice will never be the same again. Thanks, Ben!"*

*--Theodore A. Agnick  
Tempe, AZ*

## Is Coming to One of My Marketing and Practice Building Conferences Right For You?

We've sold out our last four conferences and moved to a bigger hotel, but that does not mean that this is the right place for you. People who come to one of my marketing and practice building conferences generally fall in to one of two types of lawyers:

The first is someone who, upon discovering me and what I do, usually by extensive use of Google and the search functions of YouTube, says to themselves, "I've found it! The place that I always hoped existed and knew I would find one day." These lawyers tend to be pretty successful at what they are doing already. They are in firms of five attorneys or less. They do some type of consumer law (personal injury, workers compensation, divorce, bankruptcy, medical malpractice and the like). They think about marketing a lot and have for years. What they tell me they have not been able to find in the past was the place or the person who *really* was able to show them something *different*. Something that would take them to another level of success. These lawyers come to our events (most join our Coaching program before coming) and then they go home and implement. They realize that no matter how good their practice and their marketing was before coming to the conference, there were "holes in the bucket" that they just learned to fill.

These lawyers typically will move up to and get in the line to join our exclusive MasterMind program. This type of lawyer represents less than 1% of the entire lawyer population in the country. My MasterMind members did not notice *the economic downturn*. In fact, several of them are opening additional offices in 2009-10.

The second type of lawyer who comes to a Great Legal Marketing two-day conference is someone who typically has an "OK" practice. They probably did take a hit with the economy of the last few years. This lawyer tends to have good years and bad, but never breaks out with any really super years, let alone a long-lasting, dramatic change in income.

This type of lawyer typically knows that they should learn a lot more about marketing. They've been to the state bar solo and small firm conferences, but didn't walk away with any concrete advice that they didn't already know about. They may have tried a seminar run by some other non-lawyer guru, but were put off by the disconnect they found in hearing stuff from the stage that they knew didn't apply to their practices.

Some of the second type of lawyer will *get it* when they register for and attend my conference. They will join our Coaching program at the conference and they'll go back and implement. They will resist the naysayers back at the office who like to continue to lead the comfortable "we have pretty good years most of the time" type of practice and they will grow. They will grow economically. They will grow professionally. They will grow in the eyes of their family.

But...some still won't do anything. They will hear a bunch of ideas. They will see real lawyers who have experienced rapid and profound growth, but they will never do anything to put themselves in that category. I don't know all of the reasons why 80% of the lawyer population makes a conscious decision to keep doing the same old thing, hoping for a better result, but that's just the way it is. Maybe it's a part of being human. Maybe they feel that they must run a practice and continually put their own livelihood second to that of clients. Maybe they are too afraid to stand up to their peers back in their hometown and explain why they have suddenly become a celebrity. Maybe they just *like* the sound of their own voice complaining about the economy.

I don't know and I don't care. They are not my responsibility. I can't fix losers.

You see, I learned long ago that being the best lawyer in your town is not a marketing advantage. In fact, being the best lawyer in town is rather wasteful if you don't have the clients that you want. Sure, you may tell me you have 300 or 400 personal injury cases, but in the next breath you'll also tell me that you hate 70% of those clients and you make your money off about 20% of them.

Here's another thing: The public doesn't have a really good way of determining who is a great lawyer and who isn't. (Just ask yourself why the clown down the street gets more cases than you do and you know he couldn't hold a candle to your skills.) Great Legal Marketing members learn exactly how to teach consumers how to hire a lawyer, something your state bar absolutely refuses to do.

## **OK, So What Goes on at One of the Great Legal Marketing Conferences?**

Let me give you a hint of what we teach.<sup>1</sup>

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<sup>1</sup> Note that we don't rely on a fancy, slick brochure to sell you on this conference. Don't need to. We've sold out the last 4 conferences without any significant spending on traditional, fancy marketing materials or broadcast-type advertising. In fact, we are 40% full based on the lawyers who registered for January's conference immediately after our June conference. And that's after we've moved to a bigger, more upscale hotel to accommodate the crowd!



First, I believe that true growth in a law practice does begin with looking at the practice of law in a completely different manner. Yes, some people are turned off by my **business and profit first** approach. It's controversial, I know. It's contrary to what you heard about in law school and what you hear from most every other law practice management or marketing seminar on the planet. All I can tell you is that there is a reason that most lawyers struggle with average, frustrating practices. I believe that it does start with **how you view** what it is you do when you hang up a shingle, hire employees and start looking for clients.

So, we begin every conference with a look at what it is that successful entrepreneurs do in businesses outside the practice of law. We are continually asking ourselves this question: When I see something that someone else is using to build and grow a successful business, something that satisfies both the business owner's goals and provides something of real value to customers, client or patients, how can I use that in my practice? You see, I steadfastly reject the notion that **my business is different**. You should, too, because it is true.

I then lead a discussion of what I call the overall scheme of lawyer marketing. That's right, "scheme." Look it up. It means "plan." No matter what media you use (web, Yellow Pages, print, TV, radio), there's a well-defined "game plan" that gets the client interested, sells them on you, and gets them to stay with you for a long time AND refer others to you.

You see, most lawyers have no clue about what it is that they want their marketing to actually do. Oh, yes, they'll tell you something trite like, "make the phone ring." (In fact, that answer proves there's a really good reason why 80% of lawyers struggle with average practices.) As a result, the biggest problem with most all lawyer marketing is that they try to make their marketing do too much. Sounds weird, doesn't it? "But, Ben, I need to maximize my marketing dollar." Sure you do, but you don't do it by running really stupid ads that have your name, your firm name, or something really genius like "Serious Personal Injury" as the headline of your ad. Nor do you do it by telling people how great you are. They don't care that you say "we care for you," because that's what they EXPECT their lawyer to say!

← Good Point!

Put most simply, I take you through a game plan against which you can measure every lawyer marketing effort. What must every ad/website/TV ad have? What must be going on back at the office to maximize the marketing dollar? (It's also a cool defense against the marketing vultures selling you the websites, Yellow Page ads and TV/Radio spots. They are generally clueless about everything except separating you from your money.)

Once again, I can guarantee you that what I teach is contrary to what you have heard from others and really contrary to what a lot of the famous law marketing bloggers and seminar producers are putting out there on the Internet and at their events! If this bothers you, stay home. You'd be disappointed working with us.

The next thing I do is show you at least a hundred examples of what I call the “good, the bad and the ugly” with lawyer marketing. I’m not making judgments here about whether it’s a good thing or a bad thing to use the sound of a bird in your ads. (That’s for the state bar ethical theorists to pontificate about.) What I teach is the most effective use of your next dollar and your next hour in terms of the marketing side of running a law business. How much sense does it make to keep handing over your hard-earned and well-deserved dollars to the marketing reps selling you the crap that I see on TV, in the Yellow Pages and on the Internet, without ever knowing whether you are getting the best return for your money? I can show you how to improve it, track it, measure it and most important, grow your profit from your advertising.

## **We Don’t Make Everyone Happy—We Don’t Try To**

What, you may ask, is the biggest complaint that we hear at our conferences? What do members who join Great Legal Marketing, then quit, tell us?

That we deliver too much information. That people become paralyzed to inaction. Heard it from a quitter just the other day.

OK, again...there’s a reason most people run mediocre practices. Not my problem to solve. In fact, recently I had a long time Coaching member send me his resignation letter. Know what his problem was? He felt that since he had not implemented anything in months and months, all of the new, good ideas (his words, not mine) that he was getting were worthless. (He should have picked up the phone and called my MasterMind member who quadrupled his income, and will make six figures in referral fees, with NO staff.)

TRUE STORY!

But I digress....

## **Just How Well Does Your Website Produce?**

Of course, we cover the Internet. Extensively. From websites to Facebook to video to everything...But not in the way that most who sell you websites teach it. My buddy Tom Foster has developed an absolutely amazing tool that allows any lawyer with half a brain to become an Internet publishing empire. If you didn’t know, that’s really important.

And, while we can teach you how to drive tons and tons of traffic to your website(s) and blog(s) (note the use of the plural here), all that traffic is for naught if it doesn’t eventually turn into paying clients. After all, you can’t take “visitor count” to the bank and get a receipt for it, can you? Don’t believe me? Google “Best Attorney Websites” and look around at some of Tom’s work. While many (but not all, believe me) web developers have figured out how to get on the first page of Google without paying

those exorbitant “pay per click” charges, Tom is the only one I’ve seen who is able to help lawyers develop the message that tells potential clients, “You have arrived at the right place; stick around.” Again, we reject the thought of the majority. We reject websites with scenes of courthouses, gavels and pretty pictures of lawyer reception rooms—choosing instead to enter the conversation that is already running through the potential clients’ heads, reassure them that the answer is here at this website, and eventually hit them with our message – the message that we are the answer they have come looking for.

## **Doing ALL the Stuff You Show me Takes a Lot of Time. How Can a Lawyer Possibly Get it All Done?**

OK, Ben, how do we get it all done? I began this letter telling you how having the proper mindset is so much more important than being the best lawyer in town. For me, it’s even more important. You see, in addition to running my law practice and Great Legal Marketing, I not only run a third business (a marketing consulting company for Northern Virginia businesses), but I’m the father of seven very cool kids. And, shortly before or after this conference, I’m off again to China to adopt our 8<sup>th</sup> and 9<sup>th</sup> children.

I tell you that not to brag or show off, but only to get you thinking: How does he do it all?

I’ll tell you how. I’m a huge fan of my personal mindset coach, Rem Jackson. He’s taught me more about managing my own personal life and managing three businesses than I ever learned in my first 45 years or so of life. Not just taught. Anyone can teach. I’d say that Rem is a “nudge” or a “nagger,” constantly in my face to keep to good habits and shun both the old ways of doing things and, frankly, old friends that I now view as *Eeyores*.

So, Rem plays a major role in my conferences because 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. He is the “coaches’ coach.”

## **But, Wait...That’s Not All**

Now, that gives you an overview of what it is we do at a Great Legal Marketing conference, but that’s not all. You see, it’s one thing to have hundreds of lawyers across the country send you their best new ideas, marketing pieces, successes (and failures) and be the tollbooth through which a ton of really great ideas flows. That’s me, and I profit in many ways from being in that position.

## **THE PLACE TO 'RUB ELBOWS' AND 'RUB BRAINS' WITH OTHER SMART MARKETERS!**

It's another very cool thing to bring the smartest-of-the-smart lawyers together in one room to show off what they are doing. You see, I run two marketing MasterMind groups. These are lawyers paying me up to \$18,000 a year to meet in person several times a year, share confidential information on a private LISTSERV and basically try to outdo each other, month by month, with their results. Immediately before each conference I meet all day with my MasterMind I members. The day following the conference, I meet all day with my MasterMind II members. In between, they are there, in the room with you—easily identifiable—for you to pick their brains on breaks, at lunch and over dinner. And they are present in all specialties. In our groups, we have the “divorce for women only lawyer;” the “child injury lawyer;” the “bankruptcy specialist who is taking his practice nationwide;” the “auto products defect king;” and the “solo DUI attorney who quadrupled his income in about a year and a half master,” just to name a few.

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 the marketing, either.)

## **But Here's What We Can't and Won't Do**

Now, let me tell you what we don't do at Great Legal Marketing.

First, I don't have the magic bullet. I don't have the one thing that you can do to change your practice overnight. There are those who promise this, but I can tell you they don't have it, either.

What I do teach is a sophisticated, multi-faceted approach to transforming the ordinary law practice into something extraordinary. As I've hinted at above, marketing is a huge piece of this puzzle, but it's just one piece. The very best marketing in the world, hand delivered to someone who doesn't get the big picture and isn't willing to work hard to improve their lot in life, is worthless.

Second, I can't turn losers into winners. I've actually tried. It doesn't work, ever. So, if you think that by attending one of my conferences to “scratch your itch” about marketing, but you really are a loser inside, then fuhgeddaboudit! Don't come up to me telling me that “this doesn't work,” or “we tried that once and it didn't work” or “my spouse or law partner will never let me do THAT.” If this is the way you think, you are a loser. I can't help you. Sorry.

Third, don't come to my conference if in doing so you are spending your last dime. I just don't get it that someone would fly across the country, hang out with us for two days and then say that they don't have any money to spend on marketing, websites and coaching programs. Go the state bar program! It's cheaper. They will tell you free things that you can do like get on more committees, take other people's crappy cases and just "get your name out there."<sup>2</sup>

Look, virtually everyone wants change. Who wouldn't want "a better practice" or "more money" or "more "A" clients?" No one says they don't want this, but very few will actually do the work involved. I work very well with lawyers who are committed to change, but I also realize that we are talking about, at most, 10% of lawyers. We are talking about the winners. An elite minority.<sup>3</sup> I have steadfastly resisted dumbing down my message to meet the needs of the masses.

## **The Six Questions Every Lawyer in America Should be Asking Themselves**

OK, so you've read this far. You must still be interested. Before I give you the details, ask yourself these questions:

- Are you open to changing the very way that you think about the practice of law?
- Will you put your own family's financial security at the top of your "goal list?"
- Are you willing to do the work necessary (or spend the money to get someone else to do it for you) to run a complex marketing and practice building system?
- Are you sick and tired of relying on the same random chance marketing that brought you to wherever it is you are today?
- Do you accept that most lawyers are just dead wrong about the way they view marketing?
- Are you willing to come to a hotel in Northern Virginia in the dead of winter?<sup>4</sup>

Here are the details and pricing:

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<sup>2</sup> Truth be told, there are lots of things that you can do, free, to market yourself. If you have no money, however, I can't save you.

<sup>3</sup> You may think this too harsh. You should know that I am just as happy about discouraging weak-minded lawyers as I am about discouraging cases or law clients whom I don't judge to be strong, credible and worthy of my time. That's just the way I am.

<sup>4</sup> Believe me, some begged and pleaded with me to move this event to Orlando or somewhere else warm, sunny and fun. If that's what you value, stay on the lookout for someone else's seminar that will probably be run in a place like that—or Las Vegas—or somewhere else where the 80% who are not winners go to feel better about themselves.

- ✓ The price for this 2-day marketing and practice building conference is \$2,995.
- ✓ MasterMind members come free.
- ✓ Coaching members get a \$1,000 discount off their registration.
- ✓ Register by November 18, 2009, for a \$1,000 discount.

I know that you have probably never paid this much money for a legal seminar in your life. I also “know” that you are likely mis-spending multiples of the seminar fee in your current marketing. For any lawyer, getting one additional client from coming to this conference would also pay multiples of the fee. Truth be told, I could easily justify a \$10,000 fee. (Frankly, the logistics of putting 25 people in a room, each paying \$10,000, is really appealing to me and I may just do that next time.)

*For now, though, we offer this more-than-100% guarantee:*

*Register and attend both days of our conference. If at the end of both days you feel that you have not gotten more than multiples of what you paid, just come up to me, hand me your materials, and I will not only fully refund your money, but will pay up to \$500 for your travel expenses.*

*No questions asked. All I ask of you is that you look me in the eye and be honest. (Ask your state bar to make that guarantee on their next seminar.)*

I look forward to seeing you there.



P.S. Although this conference is held in an out-of-the-way hotel in Northern Virginia in the middle of winter, we’ve sold out our last four live events. Each time we had lawyers we turned away during the last week or two prior to the event.

P.P.S. I urge you to sign up now and grab your \$1,000 discount. If your plans change, you can get a full refund up to 30 days prior to the event. After that, we will credit your fee towards a future event.

P.P.P.S. Most lawyers bring a key employee, a spouse or a marketing assistant. This is a good idea. You’ll need someone to help implement all of the ideas you hear.



**\_\_\_\_ Ben, I'm smart enough to know I need to be there and I'm Ready to Reserve My Spot for the 2010 JumpStart Conference! I Understand Your Lawyer Marketing Events Have Sold Out the Last Four Times You Held Them and That You are 50% Sold Now. Please Don't Leave Me Out!**

Friday, January 15, and Saturday, January 16, 2010  
NEW LOCATION!

Westfields Marriott in Northern Virginia  
Two FULL Days of "Outside-the-Box Marketing and Practice Building"  
**Special Early-Bird Discount – Offer Expires November 18, 2009!**

**SIGN ME UP NOW! My registration is fully refundable until December 15, 2009, and if my plans change after that, you will give me full credit toward one of your twice-yearly events.** If I wait to register, I understand the price will be \$2,995.

\_\_\_\_\_ Sign me up for \$1,995. (Coaching members, deduct \$1,000)

\_\_\_\_\_ I am registering \_\_\_\_\_ (limit 4) additional people at \$700/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.

**Fax to 877-576-6752 by Nov. 18<sup>th</sup> or mail to:**

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