

SPECIAL EDITION

Read what other lawyers who have taken action are saying

**about Ben Glass and The Great Legal
Marketing Ultimate Personal Injury
Practice Building Toolkit**

**And They
Aren't All
Personal
Injury
Lawyers**

Finally — Useful Information
for Solo and Small Firm
Lawyers About Exploding
Your Personal Injury Practice
and Enjoying Life More!

**Written by a *Real* Lawyer
with *Real* Clients**

Great Legal Marketing, LLC
Ben Glass, Esquire
3915 Old Lee Highway
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Fairfax, VA 22030
www.GreatLegalMarketing.com

**See What Other Lawyers From Across the Country
Are Saying About Ben Glass, the Creator of the
Great Legal Marketing Ultimate Personal Injury
Practice Building Toolkit
(And They Aren't All Personal Injury Lawyers!)**

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Great Legal Marketing Coaching Member Dan Monahan says:

***“I can't wait to get to the office every day
to implement one of the many new ideas
generated through Ben Glass's system.”***

Whether you've been practicing 25 days or 25 years, if you're looking for a new approach to define the law practice you want instead of having your law practice define you, I wouldn't delay another minute in becoming part of Ben Glass's Great Legal Marketing system.

Not only does Ben Glass provide you with invaluable ideas about creating your ideal practice that has obviously worked for him and many others who have invested in this program, he also provides you with the continuing support through his monthly reports and his Mastermind and Coaching groups also available for you to join.

Plus, you'll get the wisdom of the many support vendors that Ben and countless others have developed to implement all the strategies. You avoid the time, money and mistakes by learning about the already prequalified experts like Web Master Tom Foster, book publishers like Word Association, and direct mail marketing experts like Newsletters Inc.

After more than 25 years of a relatively successful PI practice, I was continuing to face increasing competition and no clear direction of how to think outside the usual box of marketing ideas that everyone of my colleagues were already trying. Now a year later, instead of repeating the same refrain like every other attorney I know who complains about practicing law, I can't wait to get to the office every day to implement one of the many new ideas generated through Ben Glass's system. And it's paying off in new, better cases.

...What have I done so far based on Great Legal Marketing Toolkit

- *Completed two newsletters and one postcard; copies of which I enclose*
- *Put newspaper ads offering Free Reports in 3 different publications...I am enclosing those ads for your review*
- *Completed two books that deal with Worker's Compensation and Auto Law...*
- *I have the 800 number*
- *I have spoken with Tom Foster about a website*
- *I have combed through all of your materials and I bought most of Dan Kennedy's books and two of Seth Godin's*

But the lessons don't stop with just the purchase of Ben's Great Legal Marketing Toolkit. After buying the kit and attending his first seminar last year, I returned to yet another seminar with attorneys from all over the country. And while skeptical at first that this might be a repeat of last year's great meeting, I came away with even more new and exciting ways to market my practice.

Believe me when I say that I've tried numerous marketing programs over the years. While many have some good ideas, none come close to what Ben Glass has managed to put together. Rather than wait for your competition to discover these ideas (my biggest fear after first getting the Great Legal Marketing Toolkit) order it today and start putting these ideas to work for you tomorrow. And if you believe that this is just all marketing hype, I welcome you to call me directly at 610-363-3888

—Daniel F. Monahan
Personal Injury, Worker's Compensation
The Monahan Law Practice
300 North Pottstown Pike, Suite 210
Exton, PA 19341-2233
(610) 363-3888

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***10 ways Ben has Under-promised
and Over-delivered***

I am an original Platinum Mastermind Group Member of Great Legal Marketing. Through the continued help of Ben we have achieved the following results: 1) first page placement on Google and several first listings for our key words. Before Ben we did not even have a website. 2) Completely changing our marketing campaigns to emphasize education and information-based marketing. 3) Publishing a “free” book and several others on the way to promote that campaign. 4) Record gross revenues and profits. 5) A mailing list of past clients, friends, and phone contacts to help grow our “herd”. 6) A steady stream of new ideas that I can pick and choose to adapt to my practice. 7) The ability to brainstorm new ideas and concepts with an intelligent group of like-minded individuals. 8) For the first time I feel I have control over my law practice. 9) Critique of my advertisements before I spend a lot of money. 10) Peer pressure to actually get the work done!

—Charles E. Boyk

Personal Injury, Workers Compensation
520 Madison Avenue
655 Spitzer Building
Toledo, Ohio 43604
Phone: (419) 241-1395
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***“Your Toolkit was the best present we could
have given ourselves — and our firm.”***

*My husband and I purchased the Toolkit as a Christmas present to ourselves (we run a small PI firm in rural PA). While we haven't yet made it thru all the materials, you have already inspired us to revamp our incredibly boring newsletter, to actively work on increasing our mailing list and to create and implement unique direct mainlining ideas. Admittedly, we are overwhelmed by most of what we **want** to do after reading your materials; we just keep reminding ourselves that we **can** do it all, we just have to take baby steps as we get started.*

We've also begun a fantastic relationship with Newsletters Inc. (purchased pamphlets already; they are designing a "free auto review" postcard for us) and I've contacted Foster web design for help in establishing a web presence.

Your Toolkit was the best present we could have given ourselves — and our firm. Thank you for putting together such a common-sense "you can do this and here's how it's done" program.

—Carrie and Jim Carroll
Carroll & Carroll, P.C.
Personal Injury Law
100 Center Street
Athens, PA 18810
Phone: (570) 882-8683
Carrie.carroll@cclaw.cc

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Months later, Jim and Carrie drove down to Fairfax for Our Marketing Super Conference; this is the letter we got later, pointing out that what we do is not all about marketing, it's about life.

Hello Ben,

It was great to meet you at the Conference.

Since returning home, we've implemented many of the tactics you and others showed us: for example, Jim now works only 4 days per week (Fridays are now "Dad's Day" with the girls) and we no longer accept unscheduled phone calls (at first our staff thought we were crazy, but now everyone realizes that this actually streamlines everyone's time — no more playing phone tag, dodging calls, etc.)

In general, we valued every moment of the Conference and were mightily impressed with the caliber of the entire event — from the speakers, the accommodations, heck, even the quality of paper you used to print the materials — it was all top notch.

And getting to meet a rock star was just the icing on the cake. Thanks again for a superb Conference.

—Carrie Carroll

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From North Carolina Personal Injury and Medical
Malpractice Attorney Brent Adams:

“We Lawyers Are Also Egomaniacs.”

We lawyers are big copycats. It took lawyers twenty years after the Bates decision (which allowed lawyers to advertise) before lawyers began to advertise to any significant degree. Why? It is because we are all copycats. We copied the conduct of the established blue blood, silk-stockings lawyers who (even after the Bates decision) looked down their nose at lawyer advertisers. Ben Glass teaches us not to be copycats. He teaches us to look around to see what all the other lawyers are doing and to do the opposite. In order to stand out from the crowd, you must be different. Ben teaches us how to stand out and how to do things differently which leads to a better practice, more money, and a better lifestyle. For instance, he notes that you can go to any phone book in any city in our country and look in the phone book to see that lawyer’s ads are all the same. We could substitute the names of the law firms in the various ads and it would make no difference. None of the ads stand out. Ben teaches us how to draft telephone book advertising which stands out and differentiates us from the crowd. He teaches us that our ads do not have to be large to be effective.

We lawyers are also egomaniacs. We think that we have all the answers. Ben teaches us that is wrong. We should look to other industries and professions to see how they do it, what works for them, to see how they make money, and to see how they succeed. Ben teaches us to borrow ideas and methods from other businesses and apply those successful methods to our practice. He has shown us that there are many commonalities that we share with all other businesses and that we can adapt their methods in our practices to make us more successful. It may be true that our law school professors taught us to “think like lawyers.” However, that is not necessarily good. It is more important to “think.” Ben shows us that it is important to think about how other industries succeed and to open our minds to new ideas and methods, to expand our imaginations, and to embrace new methods of thinking. We can all go broke “thinking like a lawyer.”

We lawyers are also great procrastinators. Ben teaches us to “do it now.” Try new things, NOW. Even if it does not work, it is our failures that add to our body of knowledge and help us progress towards the ideas and methods that

WILL work. The advantage that we small firm lawyers have over the mega-sized law firms is that we can turn on a dime, abandon the things that do not work, and embrace new things. Ben teaches us to exploit that advantage to the fullest.

We lawyers have a terminal case of tunnel vision. We tend to focus on one area of practice, manner of doing things, habits, and customs and ignore the entire rest of the world. Ben removes the blinders from our eyes and allows us to see the world of law practice and life in general with a wide panoramic view. He teaches us to ask “why” and “why not.” Why can’t we do things differently? Why is the way we have done things for years the best way? Why can’t we change? Why can’t we be better? Why can’t we have greater income and work less hours?

We lawyers are miserable workaholics. We all tend to be “type A” personalities driven to achieve. The problem is that, somewhere around the second year of law school, we focus on achieving the wrong things. More cases, more briefs, more deadlines, more trials, more clients... and for what? Ben teaches us to step back, take a look at our lives, and examine what is important. He teaches us that we can have a successful practice without working sixteen hour days. Ben teaches us to focus on what is really important in life and, more importantly, how to find the time to achieve and enjoy those important things. Ben is a master at eliminating time-draining vampires. By doing so, we all have more time to live life the way it should be lived.

Ben’s materials provide a step-by-step guide to completely eliminating (or at least reducing) the five handicaps named above which we lawyers have and which prevent us from having a good quality lifestyle. While Ben will teach you about marketing, you will also learn how to make lifestyle changes which will greatly enhance your life and the lives of your family. Many who teach marketing to lawyers are not lawyers themselves. It is important that Ben is a lawyer. However, Ben is not just another lawyer. He is one of the premiere lawyers in his area of practice. Ben is on the cutting edge of new developments in the legal world and has taught lawyers throughout the country not only marketing techniques, but also new and creative innovations in the successful practice of law. It is important that we receive our marketing advice from an accomplished lawyer, not just an advertising man who does not know a tort from a doughnut.

I highly recommend Ben's toolkit, his seminars, and all of the materials which he generates so prolifically. Do not buy his materials, however, unless you are prepared to live a better life, have a more successful practice, and prudently manage more money than you ever imagined would come to you through your law practice.

—Brent Adams
Personal Injury, Medical Malpractice
119 Lucknow Square
P.O. Box 1389
Dunn, North Carolina 28335
Phone: (910) 892-8177
Fax: (910) 892-0652

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“Ben Glass Is One Of A Kind.”

Ben Glass is one of a kind. Never before have I found a highly successful lawyer who is equally successful at marketing personal injury practices. Ben's combination of practical marketing know-how and in-depth legal experience is unique. Lawyers who enroll in his exclusive Mastermind Group gain access to a wealth of profitable and little-known, practice-building techniques. And those who attend Ben's Superconferences realize there's far more to marketing than running ads in the yellow pages. So whether you work with Ben in his Mastermind Group, attend one of his Superconferences, or take part in his workshops, you can be sure Ben's skills and insights will return your investment of time, money and energy several fold.

—Trey Ryder
Education-Based Marketing For Lawyers
Trey Ryder LLC
P.O. Box 2115
Payson, Arizona 85547-2115
Voice: 888-873-9793
Fax: 928-468-2000
www.treyryder.com

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New York Personal Injury Attorney Gary Rosenberg Says That Applying Ben's Marketing Lessons Is Fun

If I took the sum total of everything I learned about marketing and law school before I met Ben Glass and wrapped it up with a pretty bow and applied it in one super, duper burst of energy, I would be staring at my telephone saying, "Ring phone, ring"; then Ben Glass introduced me to the science of legal marketing, after 23 years of practicing law, I thought my education complete.

Once upon a time, I began sending my clients a quarterly newsletter published by the ABA. Through ATLA, I discovered Newsletters Inc. and began using its newsletters instead. Then through Newsletters Inc., I discovered Ben Glass. One of your telephone interviewees (on CD) mentioned adding rejected clients to one's mailing list. Wow!

Ben has studied with the giants so I don't have to spend a fortune trying to sort the wheat from the chaff. Ben introduces me to marketing experts; I get to pick and choose from the best in the country.

And here is a secret: applying Ben's marketing lessons is fun.

—Gary Rosenberg
Personal Injury Attorney
109-05 72nd Road
Forest Hills, New York 11375

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California Immigration Attorney Says Your Work Empowers Both The Potential Client And The Attorney!

Dear Ben,

It is a little after 5 AM and I am again sitting down with your work.

It is well written and the message really resonates with me! I have read many of the books you mention (Blink, Tipping Point, E Myth[s]) and I have been buying from Nightingale Connant for 20 years! You don't just know what to do, you have done it!

I have been in practice for 24 years! During those 24 years I have spent tremendous energy attempting to create ethical marketing that actually works! The generous hour you gave me on the phone was invaluable to this quest!

I am very excited about the prospects for the future with your insight in my corner.

*I am looking forward to boarding Jet Blue to get out to Fairfax! **Your work empowers both the potential client and the attorney!** I look forward to being one of your charter members and realizing the success I know it will bring my firm.*

Great work and thank you for all the blood sweat and tears that went into what you have put together.

You have created some tremendous material and methodology.

—Vaughan de Kirby

Personal Injury

Immigration

San Francisco, CA

Law Offices of Vaughan de Kirby, A.P.C.

5139 Geary Boulevard

San Francisco, California 94118

888-de Kirby (888-335-4729)

Fax: 415-221-2860

www.PersonalInjuryLawyersofSanFrancisco.com

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Vaughan Became one of our Charter Platinum Mastermind Members and after coming to our Great Legal Marketing Super Conference, wrote:

There are some who can create, a few who can implement and a tiny minority who can teach. You three [Ben, Rem Jackson and Tom Foster] 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

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***Pittsburgh, Pennsylvania Employment
Discrimination Attorney Greg Kunkel
Now Rejects “Shouting Louder” as the
Primary Way to Get New Cases***

Ben:

I've enjoyed reading your marketing materials and look forward to implementing your strategies for my practice. I must admit that I always believed that “shouting louder” was the primary way to market my practice before I read your materials.

Thanks,

—Gregory T. Kunkel, Esq.
Employment Discrimination Attorney
Kunkel & Fink, LLP
1208 Allegheny Building
429 Forbes Avenue
Pittsburgh, PA 15219
(412) 391-7299

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The Criminal and Traffic Defense Attorneys Agree:

There have been a number of movies and TV shows; three of which immediately come to mind are the movies: “The X-Men,” “The Matrix,” and the TV show “Heroes,” in which the premise is that there are people with super powers among us without the rest of us realizing it. This is how I felt about your “GLM Superconference” — that I was let in on this amazing meeting of super legal marketers. The things that you are doing and teaching are so advanced and so much on the cutting edge, I have a huge advantage over my competitors.

—Bob Battle, Platinum Mastermind Member

Robert E. Battle, P.C.
1506 Willow Lawn Drive
Suite 212
Richmond, VA 23230
Phone: 804.673.5600
Fax: 866.853.0023

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***Ben's methods have allowed me to
work less and earn more.***

I've been a trial lawyer for 25 years. I've even won a case in front of the United States Supreme Court, but I was clueless when it came to marketing my practice and maximizing my efficiency. Ben's methods have allowed me to work less and earn more.

His strategy of taking no unscheduled client phone calls has doubled my productivity and protected me from the "energy vampires" that previously sapped my strength and wasted my time.

—Mace Yampolsky
Criminal Defense
625 South Sixth Street
Las Vegas, NV 89101
(702) 385-9777
www.macelaw.com

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***"The wealth of knowledge Ben has about marketing
is something that should be sought after by any
personal injury attorney who is serious about
improving his or her practice as quickly as possible."***

I've looked at a lot of lawyer marketing materials, most written by non-lawyers who really have no idea of what pressures we all face running a law office, especially in this era of tort reform. Ben Glass really talks to everyone of us because he actually runs a profitable and growing personal injury practice. Having the opportunity to look over his shoulder to see how he markets his firm will be of immense value to any personal injury lawyer. You won't find this information in any of the standard "How to Build Your Personal Injury Practice" books.

From what I've seen, Ben is "The top marketing expert" for personal injury attorneys, which is evidenced by the fact that his keen insight is based on real world experience instead of theory. The wealth of knowledge Ben has about marketing is something that should be sought after by any personal injury attorney who is serious about improving his or her practice as quickly

as possible, without having to experience all the dangerous and expensive pitfalls most lawyers have to navigate.

—Ed Geary, Attorney at Law
Criminal Law
5601 NW 72nd Street
Oklahoma City, OK 73132
405-728-8223

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“I have attended tons of seminars and none begin to compare to the powerful marketing lessons I learned at Ben Glass’s Outside the Box marketing seminar.”

During my 20 plus years in practice I have attended tons of seminars and none begin to compare to the powerful marketing lessons I learned at Ben Glass’s Outside the Box marketing seminar. If you want to learn particular ways to greatly improve your marketing I would strongly suggest signing up for Ben’s seminar ASAP.

—James Reed
Medical Malpractice and Personal Injury
Ziff, Weiermiller, Hayden & Mustico
303 William Street
Box 1338
Elmira, NY 14902-1338
Phone: 607-733-8866
Fax: 607-732-6062

Ben Glass is that rare combination, excellent lawyer and businessman. We are especially grateful that he also believes in giving back to the trial bar, not only using his very creative and effective marketing skills to build his own law firm but to help the VTLA in marketing to our members and to those who've yet to see the light.

—Jack Harris

Executive Director Virginia Trial Lawyers Association

www.VTLA.com

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Ben Glass takes law practice building to a whole new level — innovative, smart, ethical, and life enhancing too! No one knows this subject better.

—Patrick A. Malone

Washington, DC

Medical Malpractice/Drug Product Liability

Inner Circle of Advocates

www.injury.steinmitchell.com

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***Former Allstate Adjuster Now Turned
Plaintiff's Lawyer and Expert on MIST Car
Accident Cases Jonathan Stein says:***

“When I opened my firm, I read everything I could about marketing. Then I came across your information. In less time, I received more high-quality clients just by listening to you. In my opinion, you are THE marketing guru for lawyers.”

Ben:

Your program is the best. I have looked at other programs, been sent samples and spent many hours evaluating them. I learned more in an hour of reading Great Legal Marketing than in weeks of reading “the other guys stuff.” The result: clients that I want and more of them.

When I opened my firm, I read everything I could about marketing. Then I came across your information. In less time, I received more high quality clients just by listening to you. In my opinion, you are THE marketing guru for lawyers. I spend less time wading through tons of phone calls and emails on cases I do not want. Your program gives me more time to practice law, while I spend less time on marketing, giving me more time to work up my files and keep my clients happy. I am getting the types of cases that I want to get.

—Jonathan G. Stein
Personal Injury/Insurance
Law Offices of Jonathan G. Stein
5050 Laguna Blvd, Suite 112-325
Elk Grove, CA 95758
Website: www.jonathangstein.com
Email: jciathan@ionathangstein.com
916-247-6868

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The Marketing package is great. I'm slowly making my way through it, and I can already tell how helpful it will be. I have recommended your program to several of my friends, and I hope they contact you and follow through with it.

—J. Benjamin Stevens
Personal Injury Law
Stevens – MacPhail, P.A.
1188 Asheville Highway
Spartanburg, SC 29303
www.SpartanburgLawyers.com

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Emails from Maryland Attorney James McCollum

#1 — 2/6/06

Good morning. I opened my box this morning and just read “Ultimate Personal Injury Practice Building Toolkit.” I picked up some good pointers. I plan to rip the CDs to my iPod tonight so that I can listen when I am walking/running in the morning for exercise. Have a blessed day.

#2 — 2/10/06

I have listened to the “Start Here First/Getting Started” CD at least 5 times this week. On the fourth or fifth listen, a very clear, very focused marketing idea came to me. I plan to start working on it today.

#3 — 2/17/06

I read the quick start guide. I found it helpful in a crucial respect for me — creating a unique selling proposition. I also read the newsletter guide, since we use a “canned newsletter.” I think that you are correct. We use a canned newsletter because we have not developed a good time-management system from which we can create our own. But, we are working toward that end.

—James E. McCollum, Jr.
Litigation, Administrative Law, Church Law
7309 Baltimore Avenue, Suite 117
P.O. Box 1717
College Park, Maryland 20741-1717
Telephone: 301-864-6070
Fax: 301-864-4351

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“At this seminar I found out that our marketing plan is all wrong. After 1½ days I have a list of 6 things to implement into my practice and marketing plan.”

I have been practicing law in Southern Utah for 13 years. I have tried hundreds of personal injury, worker’s comp., and social security cases. I soon found out that competence doesn’t necessarily bring new clients in the door. If you want good cases, you need to be able to compete with the TV advertising firms. At this seminar I found out that our marketing plan is all wrong. After 1½ days I have a list of 6 things to implement into my practice and marketing plan. I was about to spend a lot of money on a radio campaign. I now realize that I need to spend resources on a website, newsletters, database, producing seminars, etc. The seminar was well worth what I paid. Saved me thousands in potentially bad marketing strategies. Presenters were the top of their field as were the participants. I would recommend Ben Glass, Tom Foster, Rem Jackson and Alexis Neely to anyone who wants to improve their cases and income.

—Aaron Prisbey
1090 East Tabernacle Street
St. George, UT 84770

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I am thrilled to include a hearty endorsement of Ben Glass and his thorough ability to understand and implement lawyer marketing. In fact, it was because of Ben’s incredibly designed website that I revamped my own. With Ben’s gracious comments and helpful insights I’ve been able to attract thousands of unique visitors to my website each month. Ben’s generosity in sharing with me his suggestions on how to attract clients through legal marketing far surpasses what I’ve seen in any competitive market anywhere.

I am a medical malpractice and personal injury attorney in New York — an extremely competitive market, and listening to Ben’s CD’s, reading his free special reports, and learning from him, has made me a better marketer of my legal services. I see other lawyers with websites wondering why they’re not showing

up in the search engines. Reading Ben's materials helps you understand why. Ben explains why newsletters and free information for consumers, before they step into your office, are the key.

I've been a trial lawyer for 17 years, and personally don't believe there's anyone who's better at lawyer marketing than Ben Glass."

—Gerry Oginski
Medical Malpractice & Personal Injury Law
Great Neck, NY
www.oginski-law.com

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Ben, this [Great Legal Marketing Ultimate Practice Building and Marketing Toolkit] is great. Just opened it last night and it is awesome. Thanks. This product is so great.

—Scott Johnson
Berwyn, PA

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I have been a practicing trial lawyer for nearly 30 years, but I remained in the stone age of marketing until I listened for a couple of hours to Ben Glass. Then I reviewed his materials, website, etc. and I became a disciple. Simply put, if you want your law practice to grow with the kind of cases you seek you need to listen to this marketing guru. Ben Glass is the best!

—Roy Mason
Personal Injury and Medical Malpractice Law
Annapolis, Maryland

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Ben Glass is the guru of lawyer marketing! His approach to marketing is one that every lawyer could adopt in their practice successfully. In addition to his expertise in lawyer marketing, Ben is a very skilled personal injury litigator who gets fantastic results for his clients in the courtroom.

—Jerry Erickson
Immigration/Corporate
Woodbridge, VA
www.SZELaw.com

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***We Beat the Marketing Programs
at Berkeley and Cal Tech***

I've been a solo practitioner for almost 15 years. I've attended many marketing and so-called "practice builder" seminars. None of them measure up to Ben Glass's Marketing Superconference. This conference was the best, and well worth the price of admission. My wife, who has worked in marketing and public relations for her entire career, attended the conference with me and felt that it beat e-marketing programs and executive seminars that she has attended at Berkeley and Cal Tech. You'll learn how to "think outside the box" and to differentiate your practice from all of the others in your area. We plan to be regular attendees each year!

—Christopher M. Davis

Attorney at Law — Personal Injury

Law Office of Christopher Michael Davis, P.S., Inc.
A Professional Legal Service Corporation Suite 250
Star Plaza Bldg. 11061 NE 2nd Street
Bellevue, WA 98004
425-451-1704
425-646-0836 FAX
www.InjuryTrialLawyer.com

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***"Ben's enthusiasm for identifying ways to
market your legal services or law firm is
nothing short of contagious and he will
breathe new life into your efforts."***

Ben Glass delivers what he promises...an excellent roadmap to help you market your legal services that provides results. I'm amazed at Ben's ability to help jumpstart your marketing or simply build upon what you're already doing. Either way, the materials Ben has put together are second to none. No one understands marketing legal services like Ben Glass. Ben's enthusiasm for identifying ways to market your legal services or law firm is nothing short of

contagious and he will breathe new life into your efforts at marketing and client development.

—David Selby II
1900 International Park Drive
Suite 220
Birmingham, AL 35243
Office: (205)968-9900
FAX: (205)968-9909
ds@keeselby.com

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“Ben’s marketing ideas work because he never goes with the obvious, ‘do what everyone else is doing’ solution.”

Over the past few years, I have had the pleasure of getting to know Ben Glass through his participation on two listservs: Solosez, which addresses many issues faced by sole practitioners and small firms and Solomarketing, a Solosez offshoot focused on marketing for small firms and sole practitioners. Because I value his opinion and ideas so highly, I have asked for Ben’s advice and input “offlist” as well as on, and he has always been more than generous with sound, well thought out advice and encouragement.

Ben’s marketing ideas work because he never goes with the obvious, “do what everyone else is doing” solution. Instead, Ben uses unique approaches to stand out from the crowd of personal injury lawyers. His own marketing materials create a “win-win-win” situation: he attracts more qualified clients, potential clients are educated about important issues (such as how to evaluate attorney advertising or how to buy car insurance), and trial lawyers in general benefit from the dignified way he presents himself and, by extension, the profession.

In conclusion, I am honored to consider Ben one of my legal marketing mentors.

Lisa Solomon, New York, Attorney and Author
How to Market a Legal Research and Writing Practice to Other Lawyers,
in *How to Capture and Keep Clients* (ABA 2004)
www.QuestionOfLaw.net

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“If you want results, go with a pro like Ben Glass.”

I have personally spoken with Ben Glass about marketing of attorney services. He has always been helpful and willing to share his experience and excellent thoughts on how to market a law practice to get positive results.

In this age of the Internet there are many non-lawyers trying to tell lawyers how to market on the Internet, but they really do not care about results. Ben does care about results for you and results for your clients.

So, if you want results, go with a pro like Ben Glass. He knows from experience what works and what does not work.

—Anthony Castelli
Personal Injury/Workers’ Compensation
Cincinnati, OH
www.castellilaw.com

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Lawyer Advertising Becomes a Public Service

The most revolutionary thing about “Ben Glass”-style legal marketing is that it can turn lawyer advertising into a true public service. If we follow Ben’s lead and freely give the public the information it needs to protect itself, we can grow our practices and improve the image of our profession. Thank you Ben for showing us the way.

—Tim Semelroth
Cedar Rapids, IA
www.riccololaw.com

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I’m a young attorney in solo practice. I have found Ben’s materials and advice to be both practical and inspirational. He is simply the “Dean” when it comes to effective legal marketing for firms of all sizes. Solo and small firm practitioners would be especially interested in his advice.

—Shane L. Jimison
Divorce
Richmond, VA
www.jimisonlaw.com

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I have recently set up my own solo personal injury practice and I have been blessed to have Ben Glass serve as a mentor. He has demonstrated to me that with the crush of attorney advertisements out there, it is imperative to be able to stand out from the crowd. His lectures, newsletters and website make the potential client contact him because they want to learn more about their rights. I have patterned my practice after his and hope for his same success.

David L Marks
Personal Injury
Fairfax, VA
www.davidmarkslaw.com

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What Insurance Defense Lawyers are saying:

When I think of people who think outside of the box, Ben Glass is at the top of the list. His creativity and ingenuity are contagious, and he has an inspiring ability to help lawyers escape the traditional cookie-cutter approach to running and growing a law practice. Having worked with Ben recently in putting together a 2-day conference on Law Office Management, I know that he knows his stuff. He stays on top of (if not in front of) the cutting edge of law firm marketing. A direct and to the point entrepreneur, Ben is also warm and engaging, and eager to share new ideas that will make us all better lawyers with more successful practices.

—Tracy A. Houck
Civil Litigation and Insurance Defense Attorney
Parrish, Houck & Snead, PLC
P.O. Box 7166
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The Superconference was a very eye-opening experience. I realized that getting up and going to work and working hard everyday is not enough!

You must have a specific focused marketing plan in place if you want to grow your practice. The Superconference gave me a plan that I believe I can implement in my practice that will significantly increase our revenue.

—Todd Farmer
Insurance Defense
Stout, Farmer & King, PLLC
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Paducah KY 42002-7766
(270) 443-4431
todd@sik-law.com

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Estate Planning Attorneys Speak Out:

Ben Glass is a marketing genius. I have seen Ben's marketing magic for several years and he has knowledge most attorneys will never have. His advice and practice building tools are invaluable...I personally have hundreds of attorneys throughout the U.S. who have paid me thousands of dollars to help them with their marketing. Ben Glass may be the only attorney in the entire country I personally would pay for his advice. If you have a chance to work with Ben, don't walk...run to the mailbox to send your order in. His advice will give you an almost unfair advantage!

—William Hammond
Author of *The Million Dollar Solution*
Practice Building System for Attorneys
The Elder Law Firm
Overland Park, KS
www.elderlawmarketing.com

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In an Op Ed piece in the St. Petersburg Times on July 28, 2007, titled the "World is Watching," Tom Friedman observed that with the pervasiveness of the use of cell phone cameras connected to YouTube, MySpace and Facebook, each one of us may be an unintended subject of an embarrassing illustration of poor judgment.

If the random use of the new technologies presents new challenges, the directed and controlled use of these same technologies offers new opportunities. By coincidence, on June 29 and 30, I was an attendee and participant in the "Great Legal Marketing Super Conference 2007." Although, primarily focused on marketing for injury lawyers, all of the materials and technologies discussed and illustrated were equally adaptable for my use as a business, tax and estate planning lawyer. We already do education-based marketing through workshops, but they are not drawing well. We learned techniques for engaging prospects and obtaining a response that allows us to initiate the process of education them. New ways to contact and communicate with prospects were demonstrated. The concept of "the herd" was explained and illustrated.

Our office has had a website for 6-7 years, but it has not really been effective. The use of the Internet and website as an effective marketing tool was discussed and illustrated. The power of the Internet as an information communication tool was shown.

This workshop exceeded my expectations in both quality and practical application of information presented. The presenters went out of their way to be supportive and encouraging, both at the meeting and for future follow up.

Thank you, Ben Glass. You are ahead of the curve.

—Bruce McManus
Estate Planning
McManus & McManus, P.A.
79 Overbrook Blvd.
Largo, FL 33770-2899
(727) 584-2128
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Ben Glass is tireless in his efforts to improve the practice of law, his goals being for each of us to better serve our clients, to live more enjoyable lives, and to think creatively about how we practice. His suggested reading materials and website are a fountain of knowledge and useful information.

—Tom Curcio
Personal Injury
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To: Ben Glass

Your workshop provided what I really wanted and needed, a vision of the next generation of our firm's marketing strategy and style. I am very appreciative and very energized. A number of improvements have already been instituted. The way we think and how we conduct our business has been upgraded. We have had discussions and meetings designed to implement some of your ideas and philosophies.

I am confident that participating in the Mastermind Group will continue to expand my practice, which for us means continually upgrading: (1) Our clients and cases; (2) Our efficiency; (3) The quality of our service; (4) Our contributions to society; (5) Our modeling of "a way of being" for other lawyers; (6) The amount of money we make (includes our staff); and (7) the amount of fun we have.

Thank you Ben for a "Great Legal Marketing" workshop, like no other! Right place, right time, right message.

Please pass on my gratitude and appreciation to all those who presented, assisted and participated in your workshop. Everyone made significant contributions to my experience. Have a wonderful July 4th celebration. The topic of the party we are hosting for our family, friends and employees is "What I appreciate about my country."

—John Bisnar
Platinum Mastermind Member
Orange County Office
1301 Dove St, #120
Newport Beach, California 92660
1-800-598-6998

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The Great Legal Marketing Superconference was quite simply the best informational seminar I have ever attended. Not only will my Law Firm be fundamentally reshaped but my personal life as well. Practical examples of what to do and how to do it were given and I can't wait to get to my office on Monday to start implementing what I expect to be the most significant improvements to my practice in nearly 10 years!

—Michael Avery
Personal Injury Law
1331 H Street N.W.
Suite 902
Washington, DC 20005
Phone: (202) 393-4600

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The Superconference was really great. You delivered what you said you would and all of your materials have done that so far. Thank you for your time, direction, and vision of how to have the best practice possible!

—Doug Dykes
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This conference vastly surpassed my expectations. Rather than just cheer-leading for an approach many of us have already adopted, it offered practical suggestions which I cannot wait to implement. In particular the demonstration of step-by-step follow-up to a lead generator tool was worth the price of admission. Probably the greatest compliment is that my two partners who always roll their eyes at the mention of the words "Ben Glass" have actually thanked me for making them come. We're already committed to coming to any future Superconferences!

—Todd Oxner
Coaching Member
800 Green Valley Road, Suite 304
Greensboro, NC 27408

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For 20 years, I have struggled to find or develop a system that will allow me to qualify a prospect, become a trusted advisor and foster a personal relationship. Ben's Great Legal Marketing system has put it all together. Thanks, Ben.

—Pete Strom
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“Wow! Talk about results and firing us up!!”

As a result of changes in workers' compensation legislation in 2003 our firm was forced to reinvent ourselves. We added Social Security Disability and ERISA/disability litigation to the mix and began what turned out to be an unsuccessful campaign of traditional advertising.

Even in the face of those challenges, the idea of doing any more marketing was stomach churning...until Ben Glass introduced us to “Education-Based Marketing” in his Great Legal Marketing program.

With Ben's guidance and encouragement, our firm has embraced education-based marketing as an integral and, yes, even fun part of our practice!

Using traditional advertising methods we had 86 contacts in one year for Social Security cases. With Ben's education-based marketing techniques we had over 140 contacts in 2 weeks requesting our Social Security Disability report. Wow! Talk about results and firing us up!!

We are now “working on our practice” and, with Ben's assistance, we are growing a world-class Social Security and ERISA/LTD practice.

Even if you aren't facing challenges like ours, Ben's Great Legal Marketing program will work for you. Be part of the passionate 5% of people who, with Ben's help, get where you want to be in your law practice.

—Nancy Cavey

Cavey Law

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