



Win a MacBook Pro, an Apple iPad, or a Cool NEW Kodak PlayTouch Video Camera in our

## "Worst-to-Best" GLM Marketing Contest

Have you made massive improvements in your marketing since joining GLM? Do you wonder how it was that you *ever* did old style marketing in the past? Would you like a chance to win one of four fabulous prizes that we'll be giving away at the 2011 Summit?

Of course, you would!

Here's the deal. On Saturday afternoon, April 9, four GLM members will be "showing their best stuff" that they are using to market their practices. I'd love it if you were one of them. (Look, we named it "worst to best" because that's a cute name. You don't really need to have started as "worst" to win or even to play. *Obviously, though, the more you can get the audience to go "Holy #\*%4! That's really cool. I'm amazed he/she did that," the better chance you have of walking away with some really cool electronics.*

The audience will then vote for the "Worst-to-Best GLM Marketer of the Year." Since I just bought my first-ever MacBook Pro (and am loving how easy it is to make great quality video), I've decided to make that First Prize. Second prize will be an Apple iPad (which I don't own yet) and the third and fourth prizes will be the brand new Kodak PlayTouch Video Camera (which is the upgrade from the famous Kodak Zi8, which I do own and LOVE!!!!).

What are we looking for in this contest? Mainly, your ideas. What can you show and share with others that will make them go, "wow?" Show us your shock and awe, your videos, CDs, books, referral tools....whatever you have, and let the audience decide.

It will also make you look like a real genius if you were doing marketing "pre-GLM" and it really sucked. The worse, the better. Please enter if you were doing no marketing pre-GLM because you'll still have a chance to win. Hell, even if you did no marketing, go make something up....make the audience groan with how bad it looked.

## Here's the Nitty Gritty—the Rules

1. There will be 4 finalists chosen to present at the April 2011 Summit. The finalists will have 16 minutes of stage time to show their stuff.
2. Finalists are selected by Ben, Rem and Tom. We are looking for “wow” ideas, implementation/marketing sequences, video strategies, shock and awe packages/direct mail campaigns, print advertising, other strategies, results, etc.
3. There will on-site voting for the best of the “worst to best.” The contestant with the most votes will win a new MacBook Pro; second place vote getter will get the iPad; and the third and fourth place contestants will each get a Kodak PlayTouch Video Camera. (In the event one of these becomes unavailable, we reserve the right to substitute. No other substitutions are allowed.)
4. You must send Ben your submission no later than **March 20, 2011**. Ben will review the submissions and advise the four who have been selected as finalists.
5. You may submit on disc or on paper, but not by email/fax, etc.
6. By participating, you agree that the materials you submit may be shown in the newsletter, at conferences, etc. We will never “sell” your material, but we may offer it as bonuses. You will always be credited with what you give us. This is a great way to attain “celebrity” status in GLM. If any of this makes you queasy, don't enter.
7. You must be a member of Great Legal Marketing. All membership levels are eligible to participate.
8. You must be registered to attend the Summit.
9. If after reading this you think you will be submitting, fax back the bottom of this letter to us. Whether or not you fax it back, you can still enter by March 20.

Mail your entries to:

Ben Glass  
3915 Old Lee Highway  
Suite 22-B  
Fairfax, VA 22030

Fax this page back to Ben if you think you'll be entering. [Fax to 877-576-6752]

\_\_\_\_\_ Yes, Ben, I'm working on it...I'd love to walk away with the GRAND PRIZE.

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Print name

3915 Old Lee Highway, Suite 22-B, Fairfax, Virginia 22030  
703-591-9829 (phone) 877-576-6752 (fax)  
GreatLegalMarketing.com