



# **Great Legal Marketing: How Smart Lawyers Think, Behave and Market to Get More Clients, Make More Money, and Still Get Home in Time for Dinner**

*Benjamin W Glass*

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Other lawyers are living extraordinary lives and their success can be discovered and modeled!

Who wants to spend 60 to 70 hours per week in the office? What lawyer would love nothing more than to be accessible to his or her clients 24 hours a day, 7 days a week?

"Great Legal Marketing" will show you how you can implement proven strategies into your marketing campaign that will make your ideal clients come knocking on your door.

"Great Legal Marketing" will dramatically alter the way you view the marketing of your law practice. Ben Glass illustrates, in an easy-to-follow format, how you can:

- Improve your mindset about marketing and its purpose
- Build a valuable database of past, current and future clients
- Cultivate a group of followers who will send business your way
- Create a system that puts your marketing on auto-pilot
- Follow the footsteps of other successful lawyers who have "figured it out"
- Integrate various marketing techniques into your practice...today
- Avoid the common pitfalls of lawyer marketing

Not only does "Great Legal Marketing" incorporate Ben's valuable advice, there are also guest chapters written by people who are in the marketing trenches on a daily basis. You will be able to learn various perspectives on marketing, including what works and what does not.

Don't leave marketing to chance. Let "Great Legal Marketing" guide you on the path toward a profitable law practice that doesn't require you to spend each and every day in the office!



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