

Insights from Legal Marketing Leaders - Part 1

March 16, 2010

From HBC's Sound Bites Blog (www.hellermanbaretz.com/soundbites)

HBC Hits LMA 2010 Conference

Last week, HBC hit the 2010 Legal Marketing Association Conference in the Mile High City. Armed with a flip cam, [Amy Pimentel](#) and [Caitlin Fisher](#) asked the movers and shakers of legal marketing to share their thoughts on the industry. Check out two of our favorites, and stay tuned for more of our LMA Conference interviews in the weeks to come.

Have you ever wanted to crack the secret of a successful [Chambers](#) submission? We got the inside scoop from Managing Editor Catherine McGregor.

Among Catherine's tips for a winning submission:

- Keep it short and to-the-point; be direct with your message
- Give as much information as possible; don't make readers wade through mountains of paper
- Chambers* is completely research-driven and pays attention to the market, so if you've got a good reputation, chances are you'll end up in the guide

For more of Catherine's tips, check out the video below (note the sound quality is not the greatest):

http://www.youtube.com/watch?v=2hayjzXPnbc&feature=player_embedded

Marketing guru extraordinaire [Ross Fishman](#) garners top industry awards year in and year out. He gave us his tips for success in legal marketing and tells us why "thinking like a lawyer" can help you be a better marketer.

Ross' fascinating advice for "thinking like a lawyer" includes:

- Expressing your ideas to attorneys as a marketer is ineffective; you have to think and speak like an attorney would think and speak
- Lawyers hate conclusions unless they are thoroughly supported; if you build slowly, clearly, and thoroughly, they'll understand your message
- Use the process a lawyer would use to present your case: muster your evidence, think about the potential objections, and connect the dots

See more of Ross' thoughts in the video below:

http://www.youtube.com/watch?v=JBaYW2FRkT8&feature=player_embedded