

[The Space Between Center Rejuvenates the Creative Spirit of Legal Marketers](#)

April 1st, 2010 by Kara

One of the reasons I love working with attorneys is because of the creativity and innovation they bring to their practices. This is probably one of the primary reasons they're struggling with business development in our current economical environment as much as they are.

I met small business attorney [Kevin Houchin](#) about a year-and-a-half ago, not long after he began shifting from hourly billing to billing his clients at a flat-rate. Last year, I included his [FTC Toolkit](#) for staying abreast of new online marketing rules in my client communications and I've had the privilege of watching his practice flourish.

Many of the small and mid-size firms that I speak with are struggling with this model, particularly litigators and Kevin's had considerable success with the transition and maintaining his work/life balance.

I've received a number of calls lately from brilliant attorneys struggling to implement and/or maintain their firm's operational business practices, while simultaneously developing new business. Because of this, I've become an affiliate of [Kevins' Space Between Center for Creative Spirit In Business](#)



On March 19th, Kevin lead a call co-hosted by legal marketing expert Ben Glass that addressed the question:

Are you tired of struggling to have the lifestyle you deserve and work with the entrepreneurial clients you enjoy?

[Sign-up here to here](#) to hear the recording

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Producing Important Change in Legal Marketing Isn't Always Easy

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.

You can reach her at 917-856-5410