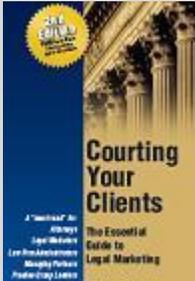




Legal Marketing Strategies **“Courting Your Clients” Now in 2nd Edition**



**Margaret
Grisdela**



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Legal Marketing Book “Courting Your Clients” is a Rainmaking Roadmap Step-by-Step Law Firm Marketing Guide Adds Social Media Strategies

Delray Beach, FL—October 26, 2010—Attorneys who are looking for ways to attract and retain clients will find dozens of business development ideas in the new second edition of the legal marketing book “Courting Your Clients: The Essential Guide to Legal Marketing.”

LinkedIn, Twitter, blogs, and other social media marketing campaigns geared specifically to law firms are now included in this easy to read book written by legal marketing consultant and author Margaret Grisdela, founder and president of Legal Expert Connections (www.legalexpertconnections.com). Using a law firm blog to syndicate social media content is just one example from the book documenting how lawyers can save time and expand their search engine visibility while attracting more prospects.

“Attorneys today face enormous time pressure to simultaneously maintain billable hours, provide outstanding legal service, and attract new business,” said Grisdela, a frequent blogger and commentator on legal marketing topics. “The legal marketing book *Courting Your Clients* outlines a step-by-step attorney marketing process that can be easily adapted to any law practice.”

Speaking, publishing, referral networking, Internet marketing, and other forms of business development all work together to create a cohesive legal marketing program focused on lead generation, according to Grisdela.

“*Courting Your Clients* addresses the integration of multiple marketing and public relations tools with simple yet powerful written plans, including a calendar of scheduled campaigns, that make it easier to monitor performance and measure results,” notes Grisdela. At 175 pages, the book can be read and implemented within a matter of days.

Because marketing to current and past clients is critical to enhance law firm revenue and profitability, the book devotes an entire chapter to client retention and growth programs, including up-sell and cross-sell campaigns. Other how-to marketing strategies explored in the book include creating a niche, clearly defining ideal clients, attracting qualified prospects, and converting prospects to clients.

To learn more about *Courting Your Clients: The Essential Guide to Legal Marketing*, attend a complimentary 30-minute webinar on Friday, November 12, 2010 at 12:00 noon EST featuring author and legal marketing consultant Margaret Grisdela. Register online at www.courtingyourclients.com.

About the Book

Courting Your Clients: The Essential Guide to Legal Marketing
Second edition

Margaret Grisdela, author

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EDITORS: Review copies or author interviews are available on request.

MEETING PLANNERS: The author is available to speak on legal marketing topics.

About Legal Expert Connections, Inc.

Legal Expert Connections is a national legal marketing agency concentrating in business development for law firms and experts. Founded by law firm marketing consultant Margaret Grisdela, the firm serves as a Legal Marketing and Business Development Director for law firms of all sizes in the U.S. and internationally. Services include strategic marketing campaigns, business development training, attorney marketing plans, rainmaking programs (arranging speaking engagements and publishing opportunities), Internet marketing, and more. Details at www.legalexpertconnections.com.

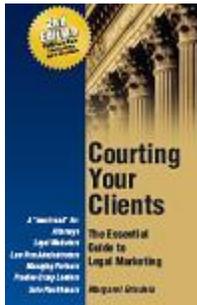
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