



How to Capture and Keep Clients: Marketing Strategies for Lawyers

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In this new second edition, *How To Capture and Keep Clients: Marketing Strategies for Lawyers*, the best and most innovative solo and small firm lawyers give the reader their secrets, approaches, and strategies to that age-old puzzle of growing your law firm.

Through this wealth of savvy advice, the reader will learn how to:

- Ask for business
- Attract and keep clients
- Network
- Partner with other lawyers
- Build a virtual law firm
- Market a specialty or boutique practice
- Market to ethnic communities
- Market in a small town
- Use technology in client development
- Create a service-centered firm
- Brand your law firm just like the big firms do
- Make marketing part of your daily practice
- Avoid ethical marketing mistakes

The book is packed with strategies on how to overcome obstacles and position the lawyer for lifelong success.

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