

ETHICAL MARKETING SKILLS FOR LAWYERS

—Earn CLE Ethics Credits



How to market

**your practice and
win new business
without violating
an ethics rule**

Competition for clients is tougher than ever. Prospective clients have many lawyers to choose from. You need to communicate why you and your law firm are different from your competition—and to do so within ethical guidelines.

This practical seminar provides proven ethical techniques to professionally build your practice, while it satisfies your CLE ethics credit requirement. You'll learn to:

- Get the most out of networking
- Maximize in-person solicitation ethically
- Generate referrals and structure referral fees
- And much more

Participants consistently report that this lively, interactive, multi-media program gets results.

The clients are out there, now get them!



course outline

Build your practice and earn CLE ethics credits.

- Introduction: Being Ethical Works
- A Short Legal History of Legal Marketing—*Bates* to the present
- Don't Cross the Line—What can you say that is not "false and misleading" under Rule 7.1?
 - unjustified expectations
 - testimonials
 - comparisons
 - superlatives
 - quality
 - guarantees
- Networking for Potential Clients—
Where and how to do it comfortably and ethically (Rule 7.2)
- Client Entertainment under Rule 7.2
- "You've Got Mail"—Direct mail marketing (Rule 7.2)
- Everything You Ever Wanted to Know About Referral Fees
(Rules 1.5, 5.4 and 7.2)
- Get Your Show on the Road—Speaking and writing (Rules 7.1-7.3)
- Marketing Online (Rules 7.1-7.4)
- Top 10 Reasons Why Clients Leave (Rules 1.2-1.5)



Roy S. Ginsburg

For over 20 years, Roy has been fostering client relationships—in large and small firms, in corporate legal departments, and currently in his solo practice. He has faced the marketing challenges associated with all these settings. And, he has the added perspective of having been on the receiving end of many law firm marketing efforts while serving as in-house counsel.

As a member of the Minnesota State Bar Association (MSBA) Rules of Professional Conduct Committee and the Hennepin County Ethics Committee, Roy stays current on ethics issues. He received the 2003 President's Award from the MSBA for his participation on its Task Force on the ABA Model Rules of Professional Conduct.

As the former President of the Minnesota chapter of the Association of Corporate Counsel (ACC, f/k/a ACCA), a professional organization serving the needs of in-house counsel, Roy gained valuable insight into how corporate clients buy legal services.

Roy's CLE programs have been attended by thousands of lawyers in more than a dozen states.