

There Are Only Three Things I Wouldn't Give Up in My Law Practice – My License, My Website & MY PRACTICE NEWSLETTER



I'm not joking about this. After my website, the single most valuable business development tool I have is my practice newsletter. I know most lawyers who read this will think, "That's the oldest thing in the book after a sign on the building," but I can tell you that I track where every case comes from, and after my website, my practice newsletter is number one.

Here's why: Everyone who receives it ALREADY KNOWS ME! They trust me. They've either been helped by me or done business with me. They believe what I tell them.

In just the last two weeks alone I signed up new cases from people who had been on my newsletter list for years! They originally "signed up" because they wanted my free book and thought my advertising was "different," even though they did not have a case that I wanted at that time.

Every lawyer has a list. A list of people who know you – clients, former clients, people who have requested your book and are not yet clients, businesses in your area, vendors, family, etc.

The whole purpose in the kind of marketing I do is to build an ever increasing list of people who know and trust me. I call this "the herd" but you may be more comfortable with "raving fans" or even "contacts" but no matter what you call it it means "GOLD." Most lawyers who have been listening to me for the past 10 years understand this point.

It never ceases to amaze me how hard a lawyer will work running advertising to get to the next NEW case but never even add ALL of the names to their list. Others are smart enough to add the names to the list but then they mail them something quarterly or even less. That's MADNESS. It actually blows my mind. Because it is so simple.

The fact is: PEOPLE WILL FORGET YOUR NAME VERY QUICKLY IF YOU DON'T CONTINUALLY BUILD YOUR RELATIONSHIP WITH THEM.

It happens all the time. You work hard for someone and get a great result. They are so grateful; they hug you, thank you, and THINK they will never forget you.

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Ben- I want to give you a concrete example of the power of a monthly newsletter.



Last year, we started mailing monthly newsletters. Within the first month, a former client referred his brother-in-law as a result of being "reminded" about us through the newsletter. Within 9 months, we settled the case for \$1,000,000.00. The fees generated from that one case have paid for the newsletter for the rest of our practice.

Attorney Brian Beckcom
Houston, Texas



Turner & Miller, LLC



I always try to make my newsletter personal and I've been putting photos of my family in and a short article along with it. I can't believe the number of people that comment on my kids and how much they enjoy getting the newsletter. It has been superb! Ben's right, as usual.

Bill Miller
Turner & Miller, LLC
Anniston, Alabama

AND THEN TIME GOES BY. Months turn into years and they couldn't remember your name if it was the final question on "Who Wants to Be a Millionaire." It's not because they don't care. It's because we modern people have TOO MUCH INFORMATION bombarding us every day and if we don't have it in our phone or PDA, we can't remember ANYTHING! (Quick, can you tell me your spouse's cell phone number?)

If, however, the people on your ever expanding list are reminded each and every month, that you are still there, and you are still a great lawyer, and you're still thinking about them because you send them a useful info-filled monthly newsletter each and every month that is printed on PAPER and mailed to them, they will not forget you and, when the opportunity occurs, as it always does, they will refer cases to you that will make you as successful as you want to be.

I've been doing a really solid newsletter for the past 10 years and nothing I've done to generate business from the people who know me (my list) even comes close to this tool. It's the reason marketing gurus like Dan Kennedy (my marketing mentor) tell people they are CRAZY not to do a monthly PAPER newsletter to their list. Not doing it is like burning big piles of opportunity (money) in your parking lot each and every month.

So, let's be clear – I'm not saying that practice newsletters are a "nice" thing to do. I'm not saying that your clients will "appreciate" the gesture.

I AM SAYING THAT YOUR PRACTICE NEWSLETTER IS THE SINGLE MOST EFFECTIVE MARKETING TOOL YOU HAVE AVAILABLE TO YOU. THE CASES YOU ARE LOOKING FOR COME FROM YOUR LIST and YOUR LIST WANTS TO REFER TO YOU. You've JUST GOT TO TEACH THEM HOW, MONTH AFTER MONTH AFTER MONTH.

This is how I've built my law practice to be exactly the law practice I want.

So, If I am Right, Why Doesn't EVERY LAWYER Send a Monthly Newsletter?

I know why most lawyers aren't doing them. TOO MUCH WORK. You've got to find the article content, write it in your own words, get good graphics, have an artist lay it out for you, proof it, fix it, get them printed, folded, posted, mailed, and then next month you've got to do it again. It's just a lot of work, and no lawyer I know has the time to do it correctly and REGULARLY.

There are canned services you can find who will do this for you, (I used to do it that way) but they can be VERY EXPENSIVE and, for what you get, simply not worth the expense. And most of them aren't set up to do it monthly which is the best way to do it – by far.

So here is what I've done.

I spent years creating the system I needed to easily do my newsletter each and every month. I've gotten the system down to such a degree that I spend minutes each month reviewing mine before it is printed and mailed. I found the writers, artists, production managers, printers, and mailers I needed to make sure my newsletter went out each and every month and worked for me.

I've been testing this system with an ever growing group of lawyers and I've been producing their newsletters monthly for over two years now. I've created a system that makes producing, printing, and mailing an outstanding practice newsletter each and every month simple to do. And it's all managed by my team of experienced newsletter experts - writers, artists, and consultants.

So you can now let my **Ben Glass Great Legal Marketing Practice Newsletter** AUTOMATICALLY reach your list each and every month with **no work from you.**

HERE'S HOW IT WORKS:

Each month, your newsletter is written and designed for you by my Great Legal Marketing Client Practice Team. Then you can simply:

1. Do nothing except approve the proof and it will be sent to your list. **Done. Finished. Easy,** or
2. You can make changes to the newsletter; add your articles, photos, artwork, anything you want, and our artist will make the changes for you. You approve the proof and it will be sent to your list. **Done. Finished. Easy.**

The **Ben Glass Great Legal Marketing Practice Newsletter** is produced on high quality paper, it is four-color, and the template is designed specifically for you.

It's really that simple. I've done all the legwork and designed a system that works for lawyers like me.

Each month, my team will design and write your newsletter for you to review. You simply let my team know what changes you want, they will make them (if there are any!) and they will send you a proof. You approve the proof and my team will send them to my printer to be printed, labeled, and mailed. Again, it's that easy.

My team does all of this work for \$397/month. (Printing and postage are billed separately by my printer and are at especially negotiated rates that I've been able to get because of the volume of work I send them.) If you've ever worked with artists and writers in the past, or companies that are not set up to do it anyway BUT THEIR WAY, you know how difficult and expensive this process can be – THAT'S WHAT STOPS MOST LAWYERS FROM DOING A PRACTICE NEWSLETTER! But with my team and the **Ben Glass Great Legal Marketing Practice Newsletter** System, it becomes easy, simple, and extremely affordable.

You might be thinking you're still too busy to make the call, but all you've got to do is call Nicole at 717-824-6553 or send an email to nicole@nicoletully.com and my team will show you how simple, easy, and incredibly lucrative this program is.

"Everyone should do a monthly newsletter. They're crazy if they don't." – Dan Kennedy.

Sign up now and I'll send you a report that will tell you the 5 key elements that will make your newsletter highly successful. Remember that boring newsletters don't work. When you understand these 5 key elements and you work with my team to just "make it happen" each and every month, you'll be as convinced that I am that a well done newsletter sent out regularly is a tremendous tool for growing your practice.

THE KEY TO PRACTICE GROWTH IS BUILDING A LIST OF PEOPLE WHO KNOW AND TRUST YOU AND THEN DEVELOPING THOSE RELATIONSHIPS ON A REGULAR BASIS. NOTHING WILL BRING MORE SUCCESS QUICKER, I PROMISE.

By the way, there are no contracts, minimum requirements, etc. If you let my team get your newsletter done for you, and FOR ANY REASON you're not happy, you can quit at any time. No penalties, no crying, no pressure. Ever. That's my promise to you. I've got another promise for you – once you start this program, you won't want to quit. You'll ask the question I ask myself EACH AND EVERY MONTH – "HOW CAN I BUILD MY LIST BIGGER AND MAIL OUT MORE EACH MONTH BECAUSE THE RETURN TO ME IS SO HIGH!"

Dedicated to your success, *Ben Glass*

Walker,
Billingsley & Bair

The Iowa Legal Insider™

Nursi What to...
Halloween Costume Contest
Kid's Corner
Do Rocky Mountain High
Explore Iowa

Effective, Efficient Results.
Do this job in the most Scientific way.

Our newsletter is the foundation of our marketing and Ben's is the best we have used. Rarely does a day go by where one of our attorneys does not receive a positive comment from a client about how much they enjoy reading our newsletter.

Corey J. L. Walker
Walker, Billingsley & Bair
Newton, Iowa

The Law Office of
Piercy J. Stakelum, P.A.



There are three ways to get started:

Call 717-824-6553

EMAIL nicole@nicoletully.com

Fax this order form to 888-639-9897

- Sign Me Up!** I want the Ben Glass Great Legal Marketing Monthly Practice Marketing Newsletter for Lawyers for \$397 per month. I understand that there is no obligation to continue and I can quit at any time.
- Please send me **THE FIVE KEY ELEMENTS THAT MAKE YOUR NEWSLETTER WORK!**

Print Name: _____

Firm Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Choose one: ____ monthly newsletter (recommended) ____ bi-monthly

Payment Options

Card Type: Visa Mastercard American Express

Card number: _____

Expires: _____ Signature: _____

Name on Card: _____

Billing address for credit card if different from above

Street Address _____

City, State, Zip: _____

One time set-up fee of \$195 will be applied to all orders.

To order, fax this form to 888-639-9897. All questions should be directed to Nicole Tully at 717-824-6553 or email nicole@nicoletully.com.

Ben Glass has assisted our law firm with the creation and distribution of firm newsletters for the past six months, and we have already noticed a marked increase in new business from former and current client referrals. We typically insert one or two personalized articles from our firm, and rely on Ben's Team for the rest of the newsletter content. Interestingly, plenty of former and current clients have complimented on the informative nature of the newsletter. Ben's newsletter has really been a good investment for our firm, which has done and continues to do almost every other type of advertising as well. I wish all of our other marketing efforts produced similar returns.

The Law Office of Piercy J. Stakelum, P.A.
Orlando, Florida

