

# Contents

Introduction . . . . .	ix
How to Use This Book . . . . .	xiii
About the Authors . . . . .	xv
Acknowledgments . . . . .	xvii

## **SECTION I**

### **Building Relationships Through Outstanding Service . . . . . 1**

What We Wish We Could Get from a Law Firm, or, How to Make Us Fall in Love Again . . . . .	3
Theodore L. Banks	

Developing “Healthy” Client Relationships . . . . .	15
Richard G. Cowart	

Top Nine Practice Development Tips (with Apologies to David Letterman) . . . . .	19
Constantine Alexander	

Distinguish Yourself . . . . .	23
Brewster H. Jamieson	

The Million-Dollar Contract . . . . .	27
James A. Durham	

The Client Pitch . . . . .	33
Robert J. Smith	

Patience Is a Virtue . . . . .	39
Erik J. Heels	
Using a Bedside Manner . . . . .	43
Robert D. Rachlin	
The “Macro” Approach . . . . .	45
David J. Hatem	
Make Yourself Available to Help Inside Counsel . . . . .	51
John M. McCormack	
Clients for Life . . . . .	55
Charles A. Maddock	
Service, Service, Service . . . . .	61
Charles R. Coulter	
The \$5.95 Client . . . . .	63
Jonathan Bell	
Put Clients First! . . . . .	65
William C. Martucci	

## SECTION 2

### Developing a Reputation or Niche

<b>for Your Practice . . . . .</b>	<b>67</b>
The Archon Group’s Request-for-Proposal Experience . . . . .	69
Ron K. Barger	
Do What You Enjoy . . . . .	75
Edna R.S. Alvarez (retired)	
The \$64,000 Question . . . . .	79
John E. Schoonover	
The Field of Dreams Approach—Build It and They Will Come . . . . .	81
Kevin R. Armbruster	

Marketing by Reputation—The People’s Law Firm . . . . .	85
Edward Moriarity	
Finding Your Niche with the Yellow Pages . . . . .	89
K. William Gibson	
The Strength of Focusing on a Niche . . . . .	93
Robert J. Conroy	
Corporate Representation Service— An Affordable Technique . . . . .	95
Mark A. Robertson	
Ten Steps to Building a Successful Niche Practice . . . . .	97
Heidi McNeil Staudenmaier	
Find the Right Network—Or Build Your Own . . . . .	101
Ginger D. Schröder	
Market Your Interests . . . . .	105
Julie I. Fershtman	
Community Involvement Counts . . . . .	111
Lowell E. Rothschild	
The Ripple Effect . . . . .	113
Joel P. Bennett	
Building Credibility with a Do-It-Yourself Publishing Program . . . . .	117
Gregory H. Siskind	
Prospering from a Positive Reputation . . . . .	121
Von S. Heinz	
More Than Just Credibility . . . . .	125
Terri Pepper Gavulic and Susan Raridon Lambreth	
Creating a Boutique Law Firm . . . . .	127
Kent M. Kasting	

In the Right Place at the Right Time . . . . .	133
Michael D. Harris	
Crossing State Lines . . . . .	137
Robert Blaine Holt	
<b>SECTION 3</b>	
<b>Creating a Winning Marketing Approach . . . . .</b>	<b>141</b>
Legal Marketing as I've Seen It . . . . .	143
Tobin K. Clark	
Ten Minutes a Day to Marketing Success . . . . .	149
Donna M. Killoughey	
Little Things Mean a Lot . . . . .	155
Jack S. Kennedy	
Effective Cross-Selling Begins with an Introduction . . . . .	157
George B. Harris	
Solve the Client's Problem . . . . .	159
Laurie Burt	
Beauty Contests Work . . . . .	163
Edward T. Bullard	
Teamwork Culture . . . . .	169
Michael M. Boone and Gregory R. Samuel	
Don't Ignore the Support Staff! . . . . .	181
Davis H. Carr	
The Two-Hour Commitment . . . . .	185
Joseph H. Yastrow	
Avoiding the Worst Mistakes . . . . .	191
Mindy G. Farber	

Everybody Can Make Rain . . . . . 197  
    Donna D. Fraiche

Make Rainmaking a Priority . . . . . 205  
    Ellisa Opstbaum Habbart

Using Client Teams . . . . . 209  
    Thomas K. Downs

