

**2015 Primerus Global Conference  
Marketing Trends  
in the Industry:  
Is your firm prepared?**

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Web: FishmanMarketing.com  
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**FISHMAN  
MARKETING**

**Three Tips:**

- Marketing
- Branding
- Networking
- Firm Names
- Online Marketing
- Websites
- Photography
- Public Relations
- Logos
- Developing Content
- Protecting Your Budget

FISHMAN MARKETING

**Describe  
this firm**

**FISHMAN  
MARKETING**

**Is this firm ...**

**SPOTLIGHT**  
THESE FIRM'S REPUTATION AS A  
TOP LITIGATION DEFENSE FIRM

EXPERIENCED RESPONSIVE EFFICIENT

Get along with the firm's reputation as a top litigation defense firm. The firm's reputation is based on its ability to handle complex litigation, its track record of success, and its commitment to client satisfaction.

SPOTLIGHT

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**Is this firm ...**

- **Creative**
  - Fun
  - Powerful
  - Dynamic
  - Smart
  - Nice, friendly
  - Leaders
  - “A” quality
- **Average**
  - Typical
  - Dull, boring
  - Conservative
  - Cold
  - Lethargic
  - Nothing special
  - B- / C+ quality

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**Rate the firm**

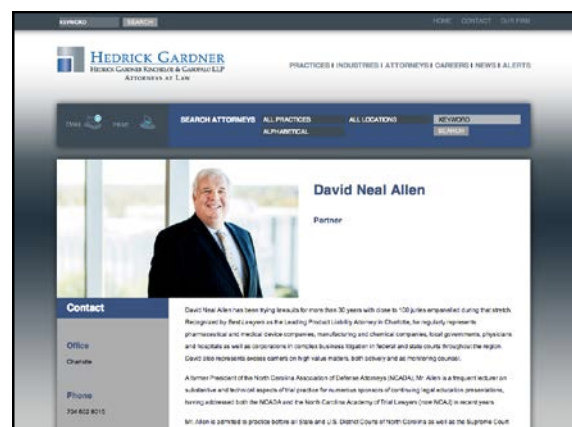
- 1-10 for “Quality of litigation skills”
  - 1 = Terrible
  - 10 = High-quality

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## Which looks more skilled?



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## Marketing Messages

FISHMAN MARKETING



Our Blog:  
Coming soon.

**Smith & Jones:** “Just as good. But *cheaper*.™”

Our firm is big and old. We offer the technical skills of a large firm and the collegial culture of a small firm. We work as a team; we are efficient, service oriented, and partner with our clients. We’re local and international.

Our firm offers excellent, creative, value-added, results-driven legal skills and business solutions. We are diverse, community oriented, and green. We’re not wimpy paper-pushing Litigators, we are real Trial Lawyers.

We represent everyone, from individuals to large companies. Our more than 32 lawyers have 37 specialties, practicing in every area from ADR to Zoning; we are best at every single one of them.

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## What’s your firm’s message?











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## What's your firm's message?



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## Primerus websites

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## Rate the firm

- 1-10 for "Quality of legal skills"
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**Montgomery Barnett**

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*Committed to Client Service since 1892*

**COMMITTED TO EXCELLENCE**  
We are about people and the power of their ideas. Learn more.

**AV RATING**  
To learn more about what the experience of this rating could mean for you.

**NEWS AND EVENTS**  
Get informed with the news you can use.

**Attorneys in New Orleans, Baton Rouge and throughout Louisiana**

For more than 120 years, the firm has been representing businesses, insurers, professionals, and government entities on the local, regional, national, and international levels.

The firm features a team of lawyers in New Orleans and Baton Rouge who possess wide-ranging legal experience and extensive knowledge of a variety of aspects of the law.

The attorneys of Montgomery Barnett have earned a number of awards and recognitions that distinguish them as being among the best in the legal profession. For example, one of the firm's partners, Daniel Lund, was the recipient of the Louisiana Bar Foundation's 2012 Curtis R. Bok Lifetime Trial Advocacy Award in recognition of his long-standing reputation to excellence in trial.

**PRACTICE AREAS**

- Admiralty and Maritime
- Bankruptcy
- Business, Corporate and Finance
- Business Litigation
- Casualty and Insurance Defense
- Construction Law
- Energy, Natural Resources, and Oil and Gas Law
- Employment Law
- Estate Planning
- International Law and Trade Torts
- Products Liability
- Real Estate and Public Defenders
- Insurance Coverage & Reins.

**Bos & Glazier**  
Trial Attorneys

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**Results Count**  
Grand Rapids Press reports Bos & Glazier \$0.1 million dollar verdict from Kent County Jury.

[Read The Story](#)

Bos & Glazier is dedicated to supporting our clients in all cases, no matter the size.

Bos & Glazier is a law firm dedicated to its clients. Our achievements confirm our belief that a small-firm environment with

**Contact Our Firm**  
Please describe your question.

**Montgomery Barnett**

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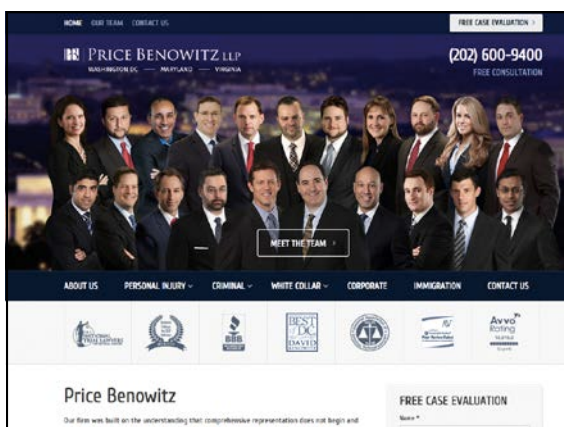
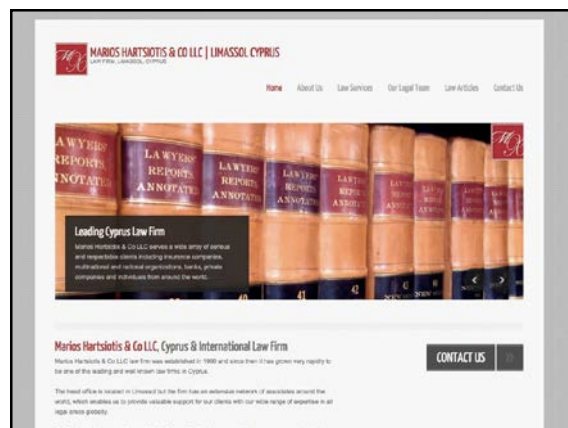
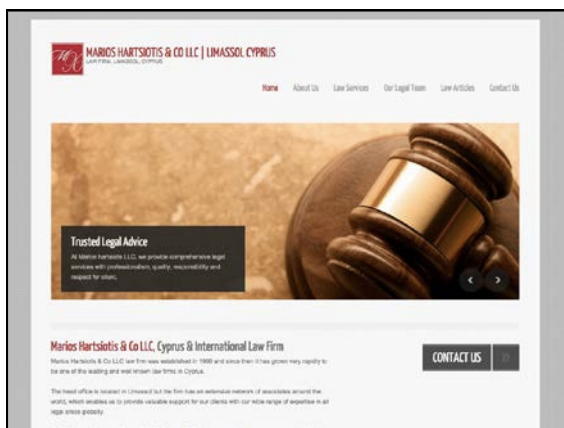
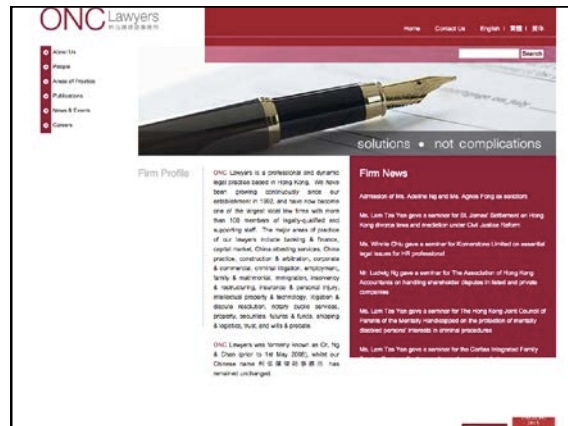
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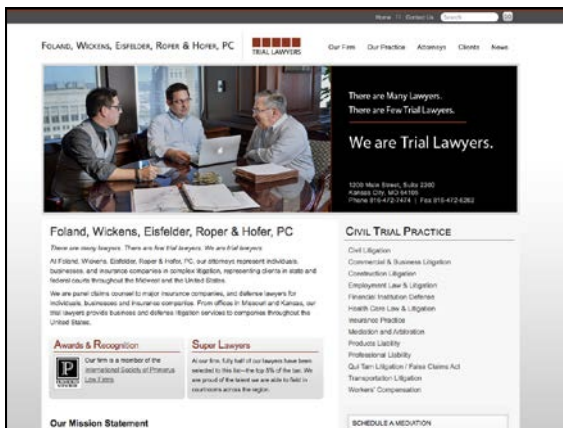
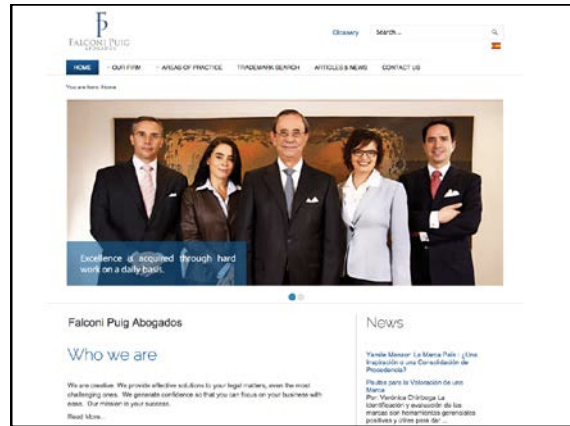
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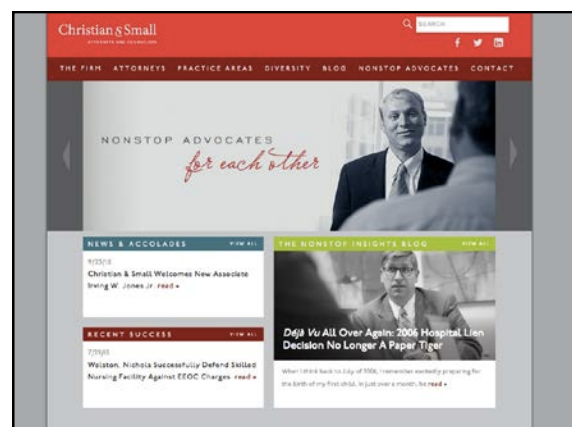
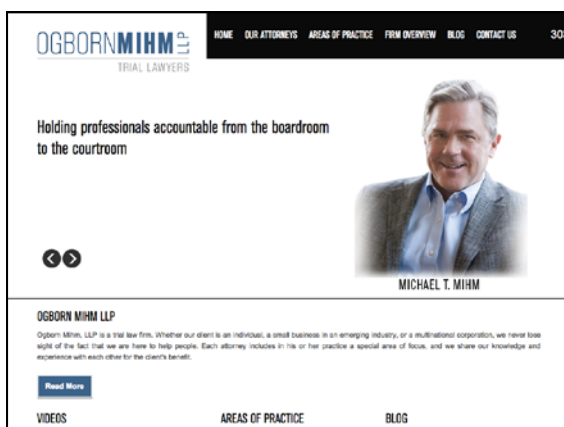
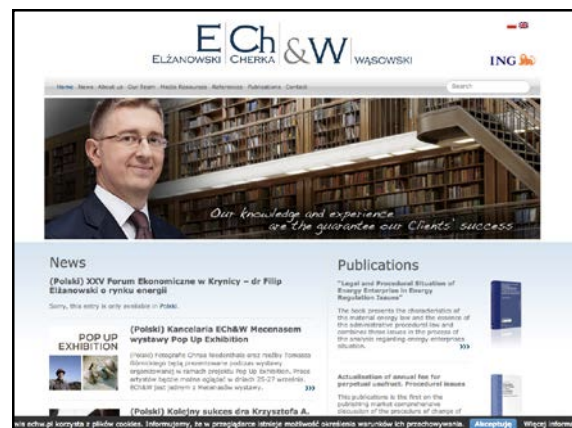
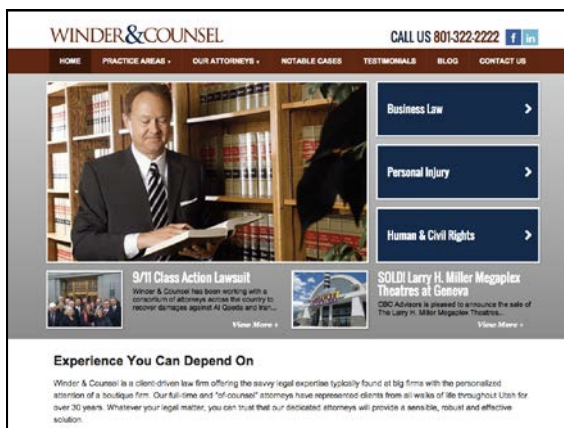
**PRACTICE AREAS**

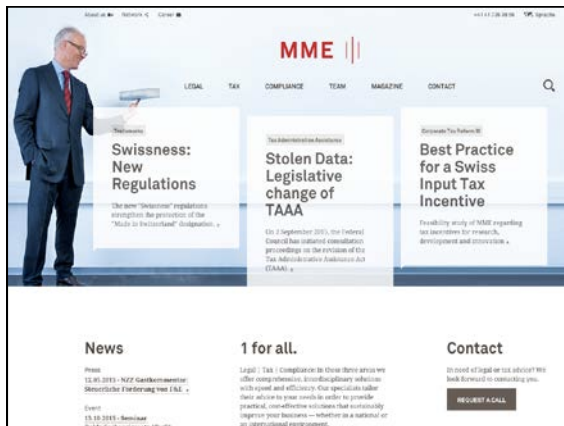
- Admiralty and Maritime
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- International Law and Trade Torts
- Products Liability
- Real Estate and Public Defenders
- Insurance Coverage & Reins.











**MME** |||

LEGAL TAX COMPLIANCE TEAM MAGAZINE CONTACT

**Swissness: New Regulations**  
The new "Swissness" regulations strengthen the protection of the "Made in Switzerland" designation.

**Stolen Data: Legislative change of TAAA**  
On 1 September 2015, the Federal Council has adopted legislative proceedings on the revision of the Tax Administrative Assistance Act (TAAA).

**Best Practice for a Swiss Input Tax Incentive**  
Feasibility study of MME regarding tax incentives for research, development and innovation.

**News**  
Press: 12.01.2015 - NZF-Gesamtheitliche Eintragung von TAA...  
Event: 13.03.2015 - Seminar: Produktentwicklung, Qualität...

**1 for all.**  
Legal / Tax / Compliance: In these three areas we offer comprehensive, interdisciplinary solutions with speed and efficiency due to specialisation under their advice to your needs in order to provide practical, innovative solutions that not only improve your business – but also as a national or international company.

**Contact**  
In need of legal or tax advice? We look forward to assisting you.  
**REQUEST A CALL**



**GREENBERG GLUSKER**  
The Counsel You Need

Our People Practice Areas Industries Our Firm News & Events Careers

**Philip Glusker (1924 - 2015)**  
Philip Glusker, a beloved founding partner of our firm, is fondly remembered by the attorneys and staff of Greenberg Glusker Fields Cullen and Montinger. Read more.

**SPOTLIGHT**  
ATTORNEY SPOTLIGHT  
The Achieve, The 80-Year Old and The \$800 Million Estate  
Greenberg Glusker is a partner of the late Philip Glusker and is proud to have an article that was in American Lawyer's Spotlight on September 15, 2015. And the story of what was in it. Read about our history. Contact us.

**RECENT NEWS**  
ATTORNEY SPOTLIGHT  
Don A. Rabinowitz Delivers First Out-of-Court Taxation Hearing Appearance  
Rabinowitz and his partner, Don A. Rabinowitz, offers his legal services to the nation's leading estate planning attorneys. Read more.

**ATTORNEY SEARCH**  
Name: Practice Area: Industry: **GO**



**Schneider Smeltz Ranney & LaFond**  
1111 Superior Avenue, Suite 1000  
Cleveland, OH 44114-2008  
P 216.464.4310  
F 216.464.7503

OUR FIRM HISTORY PRACTICE AREAS ATTORNEYS LIBRARY NEWS & EVENTS CONTACT US CAREERS

Since 1893  
**Schneider, Smeltz, Ranney & LaFond**  
has offered thoughtful, practical solutions to the complex legal issues facing our clients.

**James D. Vail**  
Managing Partner

Schneider, Smeltz, Ranney & LaFond is Cleveland's oldest law firm. We not only apply the technical expertise our clients require, but also provide excellent, personal, and timely service to our clients.  
Read more about our firm.

**PRIMERUS MEMBER**  
With a proud member of the International Society of Primerus Law Firms

**Best Law Firm 2015**  
USNEWS.COM



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*Safety of our Client is our highest law*

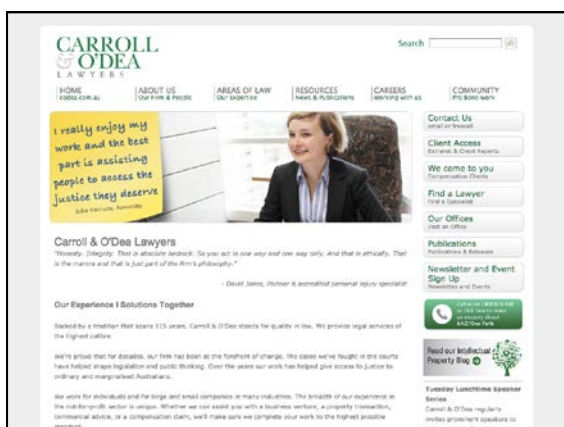
**News**  
(Polski) XXV Forum Ekonomiczne w Krynicy – dr Filip Elżanowski o rynku energii  
Sure, this entry is only available in Polish.

**Publications**  
"Legal and Procedural Situation of Energy Enterprises in Energy Regulation Issues"  
The book presents the characteristics of the market of energy, the role and the position of the administrative procedure and the combined three issues in the process of the analysis regarding energy enterprises situation.  
399

**POP UP EXHIBITION**  
(Polski) Kancelaria ECh&W uczestniczy w wystawie Pop Up Exhibition  
(Polski) Kancelaria ECh&W uczestniczy w wystawie Pop Up Exhibition. W ramach projektu Pop Up Exhibition, które ma na celu promowanie wiedzy i informacji o firmie, ECh&W jest jednym z uczestników wystawy.  
399

(Polski) Kolejny sukces dla Kancelarii ECh&W

Właściciel kompleksu i spółki cennej. Informujemy, że w przygotowaniu mamy możliwość sprzedaży nieruchomości. [Zapytaj](#) [Więcej informacji](#)



**CARROLL O'DEA**  
LAWYERS

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*I really enjoy my work and the best part is assisting people to access the justice they deserve.*  
Lisa M. O'Dea, Associate

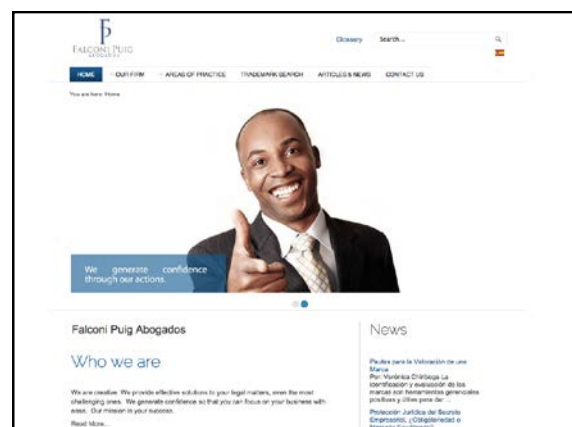
**Carroll & O'Dea Lawyers**  
"Honesty, Integrity, That is absolute bedrock. So you act in one way and one way only. And that is actually, that is the essence and that is just part of the firm's philosophy."

**Our Experience | Solutions Together**  
Founded by a tradition that spans 115 years, Carroll & O'Dea stands for quality in law. We provide legal services of the highest caliber.  
We're proud that for decades, our firm has been at the forefront of change. The cases we've fought in the courts have helped shape legislation and public thinking. Over the years our work has helped give access to justice for ordinary and marginalized Australians.  
We work for individuals and the large and small companies in many industries. The breadth of our experience in the mid-range-of-firm sector is unique. Whether we can assist you with a business venture, a property transaction, commercial advice, or a compensation claim, we'll make sure we complete your work to the highest possible standard.

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**Twitter Lunchtime Speaker Series**  
Carroll & O'Dea regularly invites prominent speakers to address its staff and publicize.



**FALCONI PUIG**  
ABOGADOS

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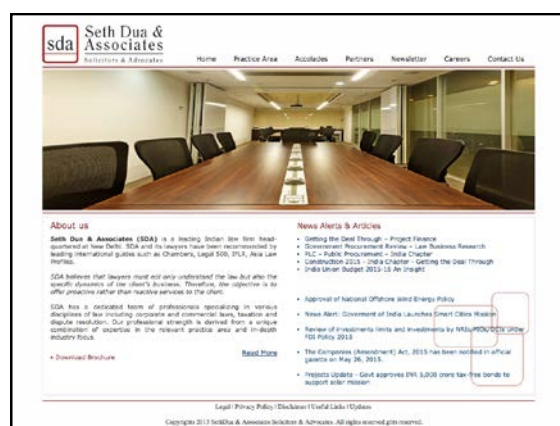
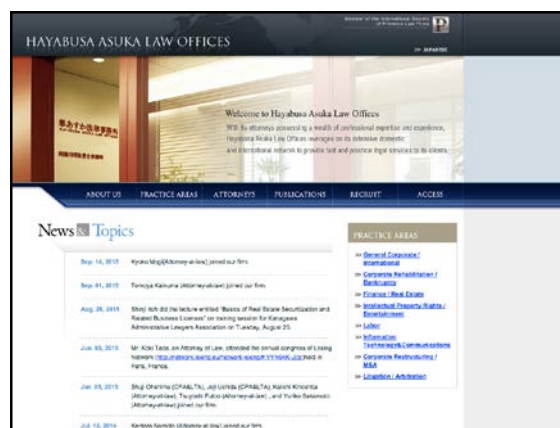
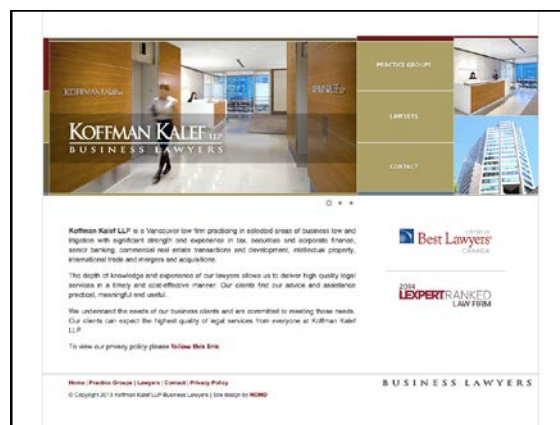
*We generate confidence through our actions.*

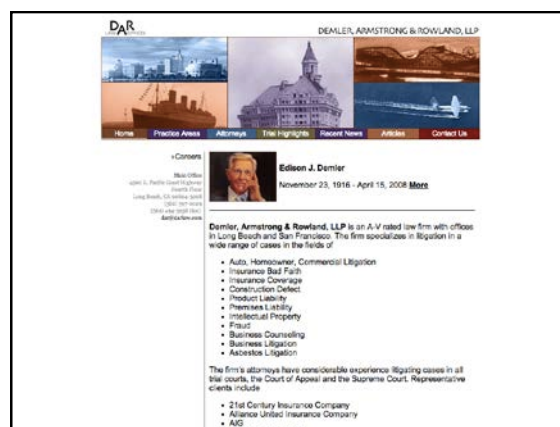
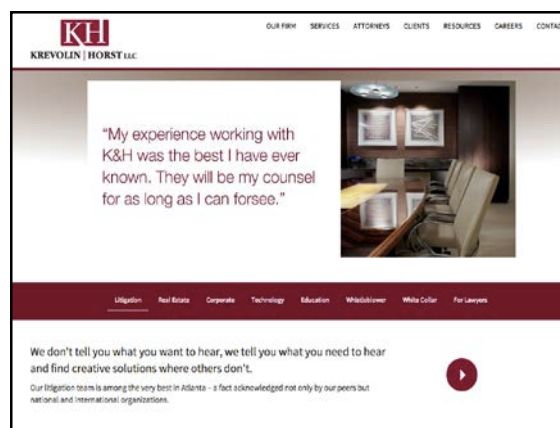
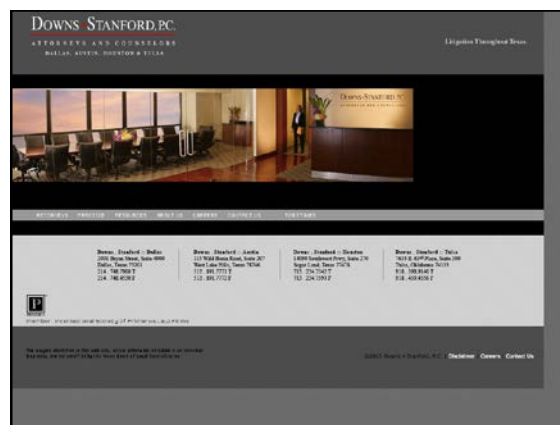
**Falconi Puig Abogados**  
**Who we are**  
We are a team. We provide effective solutions to your legal matters, even the most challenging ones. We generate confidence so that you can focus on your business with ease. Our mission is your success.  
Read More.

**News**  
Pública para la Violación de una Ley  
Por Violación de la Ley de Confidencialidad de los datos personales y de los datos de los clientes de la empresa.  
Procedimiento Judicial del Secreto Empresarial, (Comprometido a la Empresa Confidencial)











**Spicer Rudstrom, PLLC • Attorneys at Law • Est. 1963**

FIRM OVERVIEW ATTORNEYS PRACTICE AREAS INDUSTRY GROUPS CONTACT US

**Little Rock Office**  
Phone: 501.537.3845

### The Litigation Firm of the South

Serving Tennessee, Arkansas, Mississippi, Georgia, Kentucky, Texas and Oklahoma.

Spicer Rudstrom PLLC was founded in 1963 and has developed into a regional law firm with a national reputation. With multiple office locations across the mid-South, the firm's attorneys are able to serve clients in Tennessee, Georgia, Arkansas, Mississippi, Kentucky, Texas and Oklahoma. Spicer Rudstrom has recently celebrated its 50th anniversary and represents clients including local, national, and international companies with business, legal, and litigation matters. The firm's commitment to its clients and its entrepreneurial spirit drives Spicer Rudstrom to be the premier litigation firm in the South.

**Mark D. Gendron**  
Attorney and Member Mark D. Gendron provides an overview of the Spicer Rudstrom Law Firm

Watch a video

Meet our team

Spicer Rudstrom, PLLC

**Montgomery Barnett**

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**PRACTICE AREAS**

- Admiralty and Maritime
- Bankruptcy
- Business, Corporate and Finance
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- Casualty and Insurance Defense
- Construction Law
- Energy, Natural Resources, and Oil and Gas Law
- Employment Law
- Estate Planning
- Environmental Law and Toxic Torts
- Health & Safety
- Government and Public Orders
- Insurance Coverage & Policy

**Bos & Glazier**  
Trial Attorneys

(616) 458-6814

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### What Our Clients Say

The following quotes from several of our clients will help you understand the commitment Bos & Glazier makes to each and every client it represents.

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Bos & Glazier is dedicated to supporting our clients in all cases, no matter the size.

Bos & Glazier is a law firm dedicated to its clients. Our achievements confirm our belief that a small firm can provide world-class service.

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ATTORNEYS AT LAW

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**Wellness**

Earp Cohn P.C. is a full service regional law firm with offices located in Cherry Hill, New Jersey and Philadelphia, Pennsylvania. Our attorneys represent a wide range of clients and industries with the goal of providing exceptional service to each client. Earp Cohn P.C. attorneys strive to provide the highest quality legal services in the most cost-effective manner possible.

We provide a wide variety of services in these practice areas:

- Bankruptcy**  
Providing counseling, representation, and other financial services in corporate & consumer bankruptcy.
- Commercial & Litigation**  
Handling various commercial and contract disputes as well as intellectual and creative matters.
- Elder Law**  
Planning an estate for senior citizens and their families.
- Estate Planning & Administration**  
Helping clients manage assets in preparation for the future.
- Insurance Litigation**  
Representing plaintiffs to protect their rights and their assets, representing individuals appointed as guardians.
- Non-Profit & Charitable**  
Representing non-profit entities exempt from taxation under the US Internal Revenue Code.
- Product Liability**  
Representing clients injured as a result of consumer products.
- Real Estate Representation**  
Providing expertise in the representation and issues relating to ownership.
- Corporate, Business & Tax**  
Providing a full range of services to all types of business entities both in and out of New Jersey.
- Employment Litigation**  
Handling cases in the complex law governing workplace issues.
- Family Law**  
Handling matrimonial, marital, and other family matters.
- Insurance Litigation**  
Representing plaintiffs in insurance disputes in the context of various types of insurance policies.
- Personal Injury Litigation**  
Handling claims and their services in claims resulting from injury.
- Public Finance**  
Representing public and municipal entities in financial transactions.

**DONATO, MINX, BROWN & POOL, P.C.**

21st century lawyers solving 21st century problems.

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NEWS: Houston lawyers tell UAC's clients how to land jobs at firms...

DONATO, MINX, BROWN & POOL, P.C.

**ROSENBLUM GOLDENHERSH**

**Congratulations To John J. Gazzoli, Jr. read more...**  
August 18 2015


The Laurel Building, St. Louis

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**FDL**  
STUDIO LEGAL & FORENSIC

The Firm | Expertise | Team | Notebook | Media | Contacts



### Who We Are - About the FDL Law Firm

FDL Studio Legal & Forensic was founded in 1974 by Francesco De Luca.


For over 40 years we have created leading Italian and foreign entrepreneurial and corporate in redefining legal solutions.

We believe in client satisfaction that is achieved and immediate in order to identify their needs.

**WINHELLER**  
Attorneys at Law & Tax Advisors

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Business Law | Banking Law & Finance Law | Tax Law & Accounting | Nonprofit Organizations | About us | Career | News



info@winheller.com  
+49 (0)69 76 75 77 80

### Business Law Firm and Accounting Firm in Germany

Business Law, Banking & Finance, Tax & Accounting and the Law of Nonprofit Organizations

WINHELLER are your legal and tax experts and partners in the fields of German and international business law and tax law. We also focus on corporate clients that require advice in the banking & finance field and we are one of the leading law and accounting firms in Germany when it comes to coordinating charitable and nonprofit organizations and private foundations.

We mainly focus on the following legal areas and industries:

Practices [ ] Sectors [ ]

### Our Clients - Based in Germany and Around the World

Our clients are national and international medium-sized and big companies outgrowing their business activities in various fields. In addition, we represent some of the most renowned institutional and wealthy private investors as well as national and foreign charities and nonprofit organizations. On an ongoing basis, we have also been representing German public water utilities. Most of our international clients come from English-speaking countries as well as from China and Russia.

### Local Firm with an International Approach

Our distinguished team consists of experienced and internationally experienced lawyers and accountants / CPAs. Our

**News**

WINHELLER awarded Best Practice Partner 2013

In November 2013, WINHELLER was recognized by Ernst & Young as Best Practice Partner 2013 in the European region.

**Awards**

Best Business Law Firm 2014

The magazine Acquisition International named WINHELLER as Best Business Law Firm 2014.

**References**

Business International affairs section

**Montgomery Barnett**

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### Committed to Client Service since 1892

#### COMMITTED TO EXCELLENCE

We are about people and the power of their ideas. Learn more.

#### AV RATED

To learn more about the importance of this rating, click on the link.

#### NEWS AND EVENTS

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### Practicing Areas

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- Construction Law
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- Employment Law
- Estate Planning
- Environmental Law and Toxic Torts
- Family & Society
- Government and Public Defenders
- Insurance Coverage & Reins

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**FERRIS & BRITTON**

The life of the law has not been better, but experience counts as much as ability.

### PRACTICE AREAS

- General Counsel
- Insurance
- Litigation
- Employment and Labor
- Intellectual Property
- High Technology
- Commercial & Real Estate
- Bankruptcy


**Primerus**

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### How Can We Help You?

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Name [ ] Brief description of your legal issue [ ]

Email Address [ ] Phone [ ]

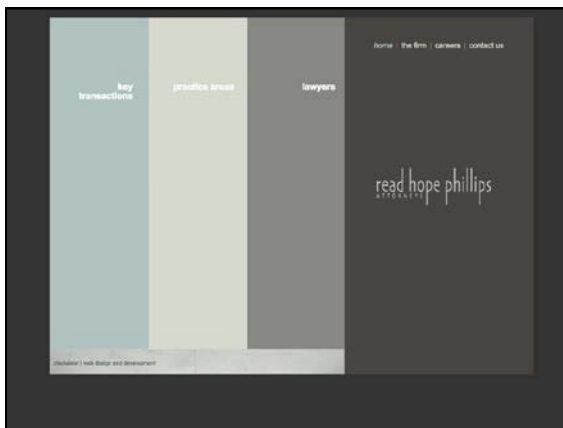
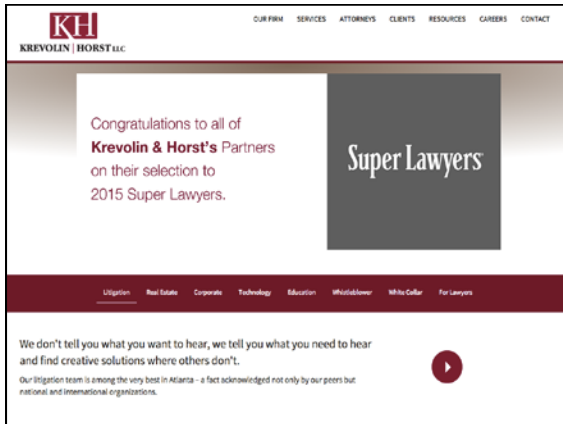
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### Hartford Insurance Defense Lawyers

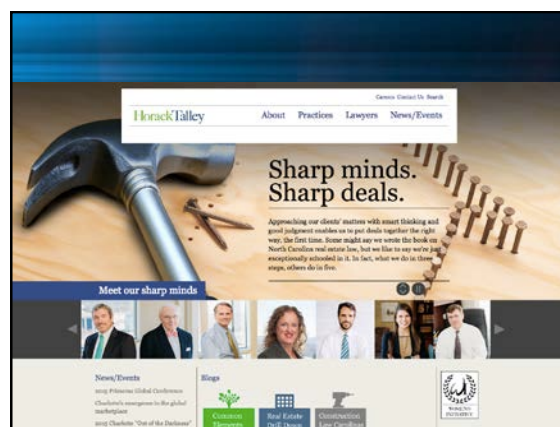
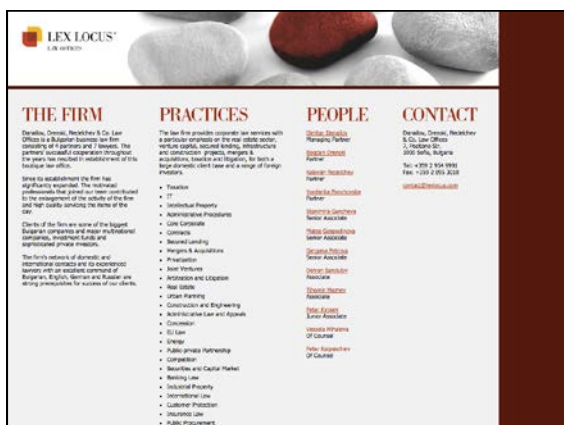
Szilagyi & Daly is a premier boutique full trial firm serving insurance companies, self-insured companies and other entities throughout Connecticut and Massachusetts. Our dedication to achieve results that exceed our clients' expectations.

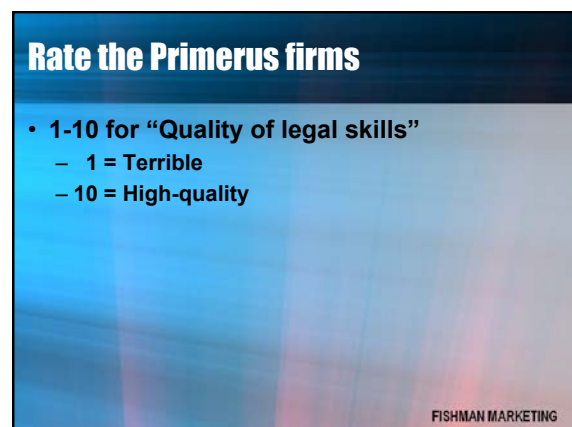
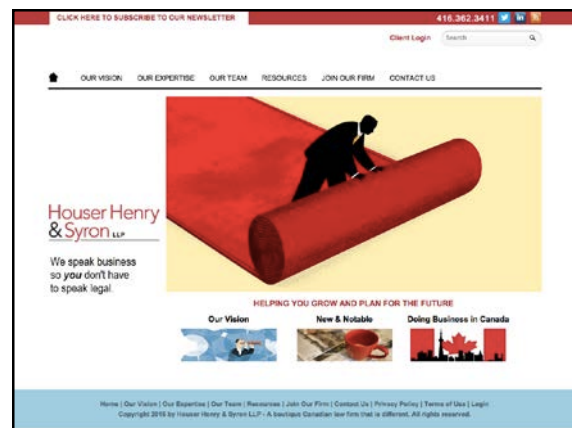
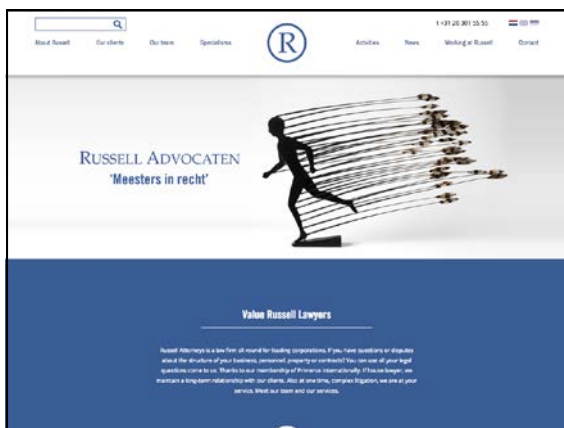
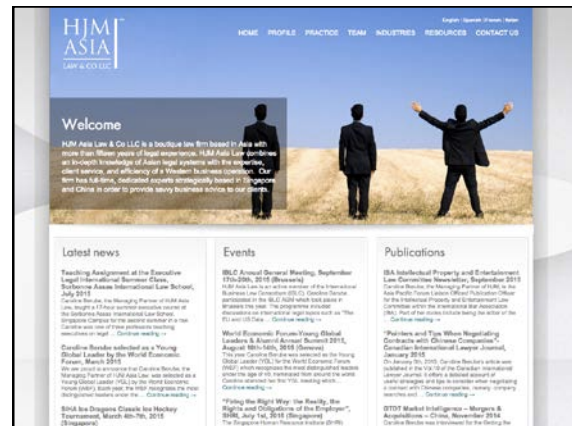
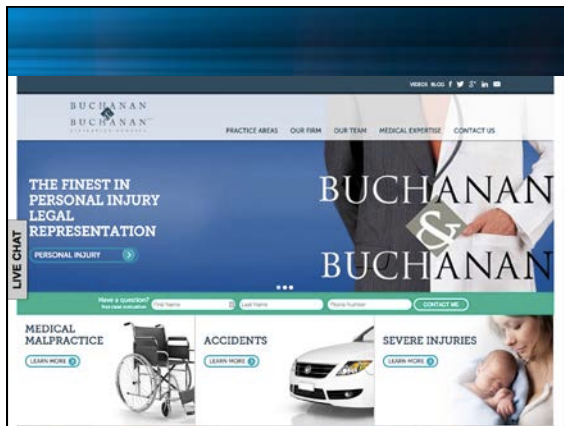
Our firm's smaller size means that each client works with a partner, ensuring good attention and responsiveness. Our investment in technology and our commitment to excellence is ensuring for our clients.

Our Mission And Core Values









## Differentiation, Standing Out



## More creative is cheaper



You've worked hard to build your business. Your vision and your sweat. An awful chance could wipe out your successes.

Whether it's a question of protecting or dividing a family business, dealing with divorce or exclusive dealings, or other complex issues from inheritance to family trusts and investments, MacLean Nicol can help.

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## Who can't market?

- Who's from a culture where lawyers are:
  - Ethically **prohibited** from marketing?
  - Permitted** to market, but it's **"unprofessional?"**
  - Aggressively** marketed

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## Creativity, Visibility

THE HUMAN SIDE OF GENIUS

# Ticket to ride

As late as the early part of this century, gentlemen often settled an argument with a duel to the death. Georges Clemenceau, the famed Tiger of French politics fought many such duels. Once, at a Paris railroad station, he surprised his aide by asking for a one-way ticket to a duel. His aide asked, "Isn't that pessimistic?" "No," said the Tiger, "I always use my opponent's return ticket for the trip back."


HOWREY & SIMON  
In San Jose, a firm representing of Chinese clients is told to marketing advertisement. Washington, DC and San Jose, CA.

## Results

- National visibility
- Increased name recognition
- Changed reputation from antitrust / competition
  - Recognition as leading *litigation* firm
  - Diversified / expanded practice areas
  - Added
    - Large, complex cases
    - IP litigation
- Significant** growth in size, revenue, profits

FISHMAN MARKETING

## Networking







## Networking

### 1. Have an answer for “What do you do?”

- “I’m a lawyer.”
- “I’m a trial lawyer.”
- “I help international manufacturing companies solve tariff disputes.”
- “I help middle-market retail businesses in The Netherlands pay less money in taxes.”

FISHMAN MARKETING

## Networking

### 2. Wear a name tag

- Show them your name, firm, city/country
  - Big, legible
- Helps them...
  - Ask you questions
  - Remember you
- Where affix it?
  - *Right* lapel
  - Women...?

Hello,  
my name is

Ross  
Fishman

Fishman Marketing  
Chicago, USA

## Networking

### 3. Make a graceful exit

- It’s OK to:
  - Make a call
  - Use the restroom
  - Say hello to someone
  - Get a drink
- **The Half-Glass Trick**



## Online Marketing Tools

**FISHMAN**  
MARKETING

## Online Marketing Tools

### 1. You probably don’t need a Facebook page

- **More *personal* than *professional***
  - Only 65% of 50 largest law firms
- Nice to have, not important
- Don’t do it unless you have a relaxed culture
- Good for recruiting
- Casual firm photos
  - Parties
  - Volunteering



## Online Marketing Tools

### 2. Twitter for your News not your Marketing

- 140 characters
- Need narrowly focused target audience
- Someone *motivated* to tweet
  - Takes 10-15 minutes per post
- **Nice way to start your day**
  - Scan the breaking news
    - Narrow topics
    - Industry updates
    - Friends, thought leaders
- **@rossfishman**



## Online Marketing Tools

### 2. Twitter for your News not your Marketing



## Online Marketing Tools

### 3. Blogs require real long-term commitment

- Narrow target audience
  - Focused specialty area
- At least twice a month
  - Better weekly
- Hard to maintain over time
- Highly motivated, good writer?
  - If you're going to write *anyway*

[FishmanMarketing.com/BLOG](http://FishmanMarketing.com/BLOG)

FISHMAN MARKETING

## Creating More "Content"

**FISHMAN**  
MARKETING

## Lawyer Gives a Speech

- **Developing** it is hard
  - **Re-purposing** it is easy
- **Old model:**
  - Speak, leave, pray
- **New model:**
  - Cut it up and spread it across the Internet
  - Synergy creates powerful SEO, visibility
  - Consider the total *combined* effort

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## Repurpose the Speech

1. Videotape it
  - Cut it up, edit it
  - Create YouTube channel
  - Vimeo
2. Audiotape it
  - Edit it into audio podcasts
3. Transcribe it
  - 10 articles, 20 blog posts, 50 tweets



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## Firm Name

1. If your firm has **more than two names**, highlight wherever people naturally stop  
– Egos can be a challenge

Lugenbuhl, Wheaton, Peck, Rankin & Hubbard

**Lugenbuhl**  
Lugenbuhl, Wheaton, Peck, Rankin & Hubbard

## Firm Name

2. “Solo Lawyer & Associates” law firm  
– May be an ethical violation for solo practitioners to use “& Associates” or “Group” in firm name

## Firm Name

3. If you have a “word” in your name, consider using it in your marketing

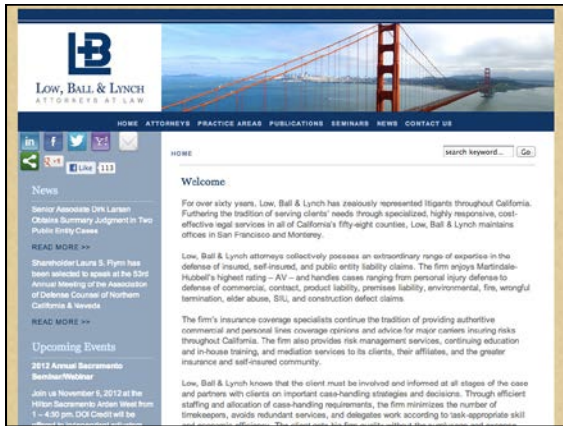


Waterfall Economidis Caldwell  
Hanshaw Villamana

**Waterfall**  
Economidis, Caldwell, Hanshaw & Villamana, PC







## Word Names

• 1961 Abogados	• Ganfer & Shore
• Buchanan & Buchanan	• Houser Henry
• Buchman Provine Brothers Smith	• JUSTLAW
• Christian & Small	• Lipe Lyons
• Demler Armstrong	• Marios Hartsiotis
• Donato, Minx, Brown & Pool	• Ogborn Mihm
• Downs Stanford,	• Price Benowitz
• Elżanowski, Cherka	• Read Hope Phillips
• Ferris & Britton	• Spicer Rudstrom
	• Winder & Counsel
	• WINHELLER

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## Christian & Small

**Christian & Small. Religiously attentive to client service.**

The law firm of Christian & Small represents a diverse clientele throughout Alabama, the Southeast and across the nation. Our attorneys are leaders among Alabama lawyers, offering the high quality of legal services expected from the larger firms and the client attention that distinguishes the best boutiques. Visit us at [christiansmall.com](http://christiansmall.com)

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**Christian & Small**  
ATTORNEYS AND COUNSELORS

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At Demler Armstrong & Rowland, business law is our strength. Demler Armstrong & Rowland is a leading law firm that delivers sophisticated legal advice and exceptional client service. With attorneys practicing across California, the firm serves a diverse national and international client base in virtually every area of law. Learn more at [darmstrong.com](http://darmstrong.com)

**DAR** DENLER ARMSTRONG & ROWLAND LLP

**STRONG ON RESULTS.**

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**Houser Henry**

*Our clients always have a House advantage.*

**Come to our House.**  
Our clients always have a House advantage.

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**PRICE BENOWITZ**  
**ALWAYS THE RIGHT PRICE.**

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Professionals | Client Service | News & Publication | Careers/Seminars

**PRICE ALWAYS MATTERS**

**Highlights**

We were built on the certain knowledge that comprehensive...  
We know that just having sound legal counsel does not translate to a successful outcome.  
We know that just having sound legal counsel does not translate to a successful outcome.

Welcome to Price Benowitz

Our firm was built on the understanding that comprehensive representation does not begin and end in the courtroom. We know that just having sound legal counsel does not translate to a successful outcome. Read to learn how much more you can...

© 2015 Fishman Marketing

**Fishman Marketing**

- It's an option to *consider*
- It doesn't always work...

**Websites**

**FISHMAN MARKETING**

**Websites have limited shelf life**

- 1-2 years  
– Race car
- 3 years  
– Bell bottoms
- 4 years  
– Manual typewriter
- 5 years  
– Buggy whip

**HOOGENDOORN and TALBOT LLP**

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**EXCELLENCE IN:**

ESTATE PLANNING | BUSINESS | LITIGATION | REAL ESTATE | EMPLOYMENT | FAMILY LAW

Welcome to Hoogendoorn and Talbot LLP

Hoogendoorn and Talbot LLP is a law firm focused on the legal needs of individuals and families, business entities, and charitable, faith-based, and not-for-profit organizations. While our firm may be well known for its work in the areas of estate planning and administration, our lawyers also skillfully advise clients on a wide range of issues such as business formation, taxation, financing and operations, complex commercial contracts, litigation of almost every variety, real estate acquisition, sale, and leasing, employment law and family law matters involving dissolution of marriage, custody, paternity and adoption. We believe that the purpose of the law is to serve the community through the principles of fairness, integrity, and justice.

**FIRM ACTIVITIES**

CHRISTOPHER FLORES AND PARTNERS HOST SUCCESSFUL FAITH-BASED EVENT  
Hoogendoorn and Talbot co-sponsored a faith-based event, along with partners from Hoogendoorn and Talbot, hosted a growing event in the offices of Hoogendoorn and Talbot. For more information visit us at...

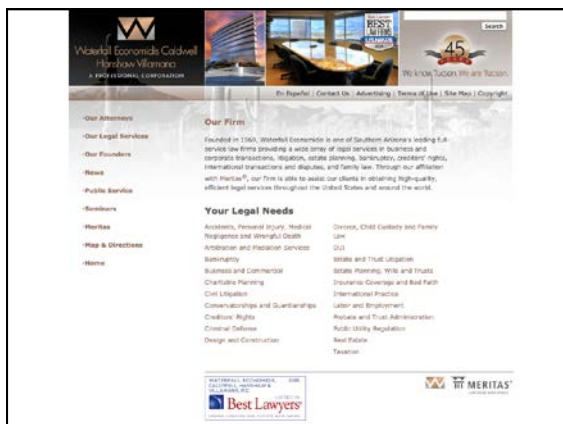
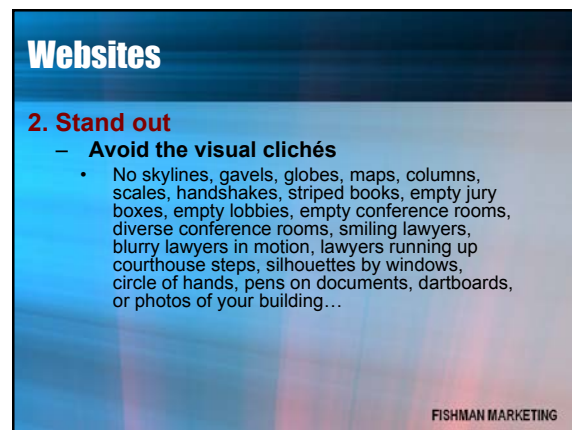
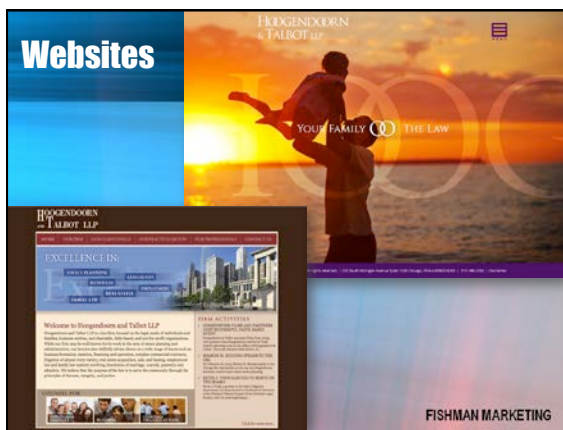
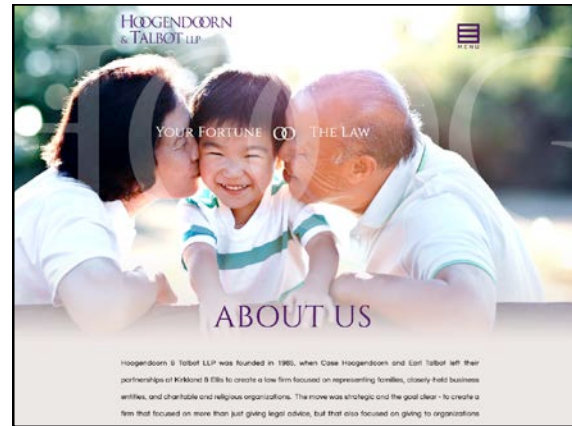
STANLEY M. BUCCHIO SPREADS TO THE CBA  
On February 26, 2014, Stanley M. Bucchio spoke to the Chicago Bar Association on the topic of Hoogendoorn and Talbot's expertise in the area of estate planning.

KARINA TUDU ELECTED TO SERVE ON THE BOARD  
Karina Tudu, a partner in the firm's Virginia, Arlington, has been elected to the Board of Directors of the Northern District Chapter of the American Legal Society with her term beginning in...

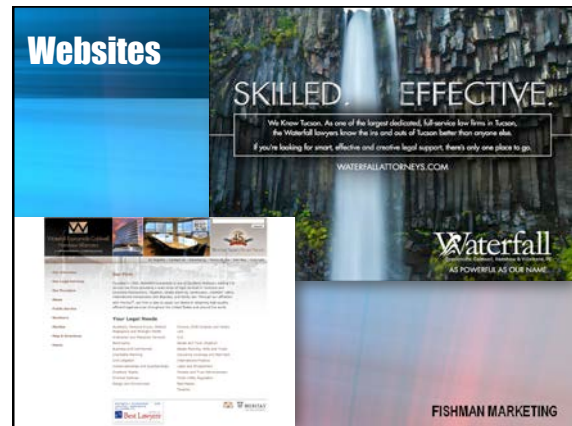
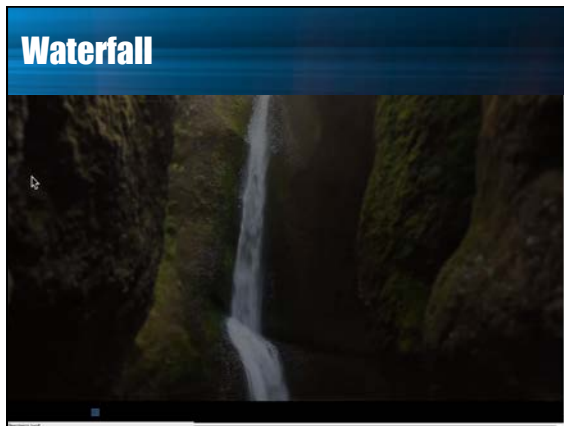
**COUNSEL FOR**

HOOGENDOORN AND TALBOT LLP

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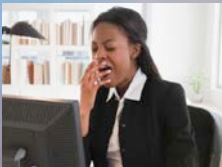
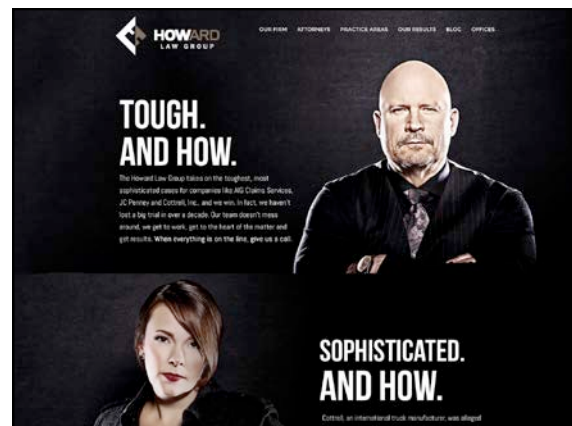
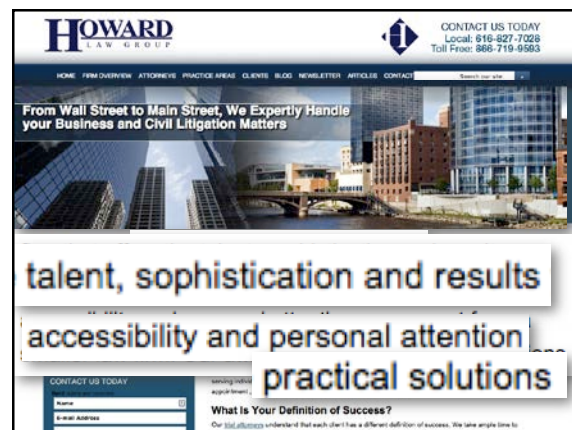




## Websites

### 3. Tell your story

- What do you want them to know about you?
- How are you different? How can you *help* them?
- It is **not**:
  - "As skilled as the big firms, in a nicer environment."
  - "Smart, skilled, service oriented, we care."
  - "Used to work at a big firm."



## Marketing Writing

#### 4. Eliminate redundant numbering

- **No one is confused by written numbers**
  - “Ashley has practiced for twenty (20) years.”
  - “After just three (3) months....”
    - **People know what “three” means**

FISHMAN MARKETING

## Photography

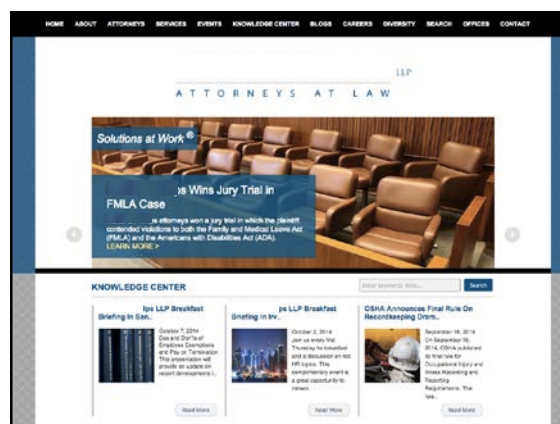


**FISHMAN**  
MARKETING

## Photography

## 2. Pay more, make it great.

- Great firms don't use cheap photography
- Small firms must do all the little things well
- Be different







# ROSS FISHMAN, J.D.



Called “one of the country’s leading experts on law firm marketing” by *Lawyers Weekly USA*, Ross is known as one of the legal profession’s most innovative marketers and strategists.

As CEO of Fishman Marketing, Inc., he helps law firms dominate their chosen markets and generate significant revenue.

Often hired to overhaul a firm’s message, brand, or website, he is best known for strategic marketing plans, differentiation and positioning; and the development of the profession’s most cutting-edge marketing materials. *Even in today’s recessionary economy, Fishman Marketing’s clients continue to grow, in size and profits.*

“Ross was going to win in so many categories that LMA created the ‘Best in Show’ so he’d win one grand prize instead of nearly all the trophies”

**LMA’s “In The Loop,” Fall 2009**

Ross was a commercial litigator from 1985-90 before moving to Winston & Strawn to practice marketing full-time, later becoming Marketing Partner of Ungarretti & Harris. Called “the creative mind behind a host of law firm campaigns that have redefined the field” (*San Jose Business Journal*), Fishman Marketing has launched effective campaigns for nearly 100 firms from Istanbul to Iceland.

FM campaigns have received dozens of international marketing awards, including the LMA’s grand prize, the Best of Show award, five of the ten times ever presented. FM campaigns also received one of Inc. magazine’s ten Marketing Masters awards for “brilliant and successful” marketing campaigns. Recipient of a peer-selected LMA

1998 Lifetime Achievement Award, Ross was the first legal marketer inducted into the LMA’s Hall of Fame.

Known for his “educational and entertaining” presentation style, he has conducted more than 250 firm retreats and training programs on five continents, from Tobago to Thailand — including once presenting on three continents within 24 hours. A Fellow of the College of Law Practice Management, Ross has written over 250 bylined articles, including five monthly columns, and has sat on the editorial board of five national magazines.

“Ross has a stronger sense of what will create ‘buzz’ than anyone else in the market.”

**Rick Klau, Google, Inc.**

An active LMA member since 1990, Ross has been the Vice President, a member of both the Strategic Planning and Best Practice Task Forces, and chairman and moderator of seven consecutive QuickStart conferences, later creating and hosting “Just JDs,” LMA’s first full-day program exclusively for lawyers. He has been hired as the marketing expert witness in two precedent-setting branding- and social media-related lawsuits.

## **The New York Times**

“Ross is a litigator-turned-marketer whose company offers branding services and ideas to law firms.”

A 1986 member of the federal Trial Bar (N.D. Ill), he received a B.A. in Speech Communications, *cum laude*, from the University of Illinois, and his J.D. from Emory Law School.