



**Marketing Your Law Practice:
Practical Tips and Innovative Tricks**

**March 13, 2020
9:00 a.m. – 5:00 p.m.**

CT Bar Institute, Inc.

CT: 6.75 CLE Credits (6.25 General; 0.5 Ethics)

No representation or warranty is made as to the accuracy of these materials. Readers should check primary sources where appropriate and use the traditional legal research techniques to make sure that the information has not been affected or changed by recent developments.

Lawyers' Principles of Professionalism

As a lawyer I must strive to make our system of justice work fairly and efficiently. In order to carry out that responsibility, not only will I comply with the letter and spirit of the disciplinary standards applicable to all lawyers, but I will also conduct myself in accordance with the following Principles of Professionalism when dealing with my client, opposing parties, their counsel, the courts and the general public.

Civility and courtesy are the hallmarks of professionalism and should not be equated with weakness;

I will endeavor to be courteous and civil, both in oral and in written communications;

I will not knowingly make statements of fact or of law that are untrue;

I will agree to reasonable requests for extensions of time or for waiver of procedural formalities when the legitimate interests of my client will not be adversely affected;

I will refrain from causing unreasonable delays;

I will endeavor to consult with opposing counsel before scheduling depositions and meetings and before rescheduling hearings, and I will cooperate with opposing counsel when scheduling changes are requested;

When scheduled hearings or depositions have to be canceled, I will notify opposing counsel, and if appropriate, the court (or other tribunal) as early as possible;

Before dates for hearings or trials are set, or if that is not feasible, immediately after such dates have been set, I will attempt to verify the availability of key participants and witnesses so that I can promptly notify the court (or other tribunal) and opposing counsel of any likely problem in that regard;

I will refrain from utilizing litigation or any other course of conduct to harass the opposing party;

I will refrain from engaging in excessive and abusive discovery, and I will comply with all reasonable discovery requests;

In depositions and other proceedings, and in negotiations, I will conduct myself with dignity, avoid making groundless objections and refrain from engaging in acts of rudeness or disrespect;

I will not serve motions and pleadings on the other party or counsel at such time or in such manner as will unfairly limit the other party's opportunity to respond;

In business transactions I will not quarrel over matters of form or style, but will concentrate on matters of substance and content;

I will be a vigorous and zealous advocate on behalf of my client, while recognizing, as an officer of the court, that excessive zeal may be detrimental to my client's interests as well as to the proper functioning of our system of justice;

While I must consider my client's decision concerning the objectives of the representation, I nevertheless will counsel my client that a willingness to initiate or engage in settlement discussions is consistent with zealous and effective representation;

Where consistent with my client's interests, I will communicate with opposing counsel in an effort to avoid litigation and to resolve litigation that has actually commenced;

I will withdraw voluntarily claims or defense when it becomes apparent that they do not have merit or are superfluous;

I will not file frivolous motions;

I will make every effort to agree with other counsel, as early as possible, on a voluntary exchange of information and on a plan for discovery;

I will attempt to resolve, by agreement, my objections to matters contained in my opponent's pleadings and discovery requests;

In civil matters, I will stipulate to facts as to which there is no genuine dispute;

I will endeavor to be punctual in attending court hearings, conferences, meetings and depositions;

I will at all times be candid with the court and its personnel;

I will remember that, in addition to commitment to my client's cause, my responsibilities as a lawyer include a devotion to the public good;

I will endeavor to keep myself current in the areas in which I practice and when necessary, will associate with, or refer my client to, counsel knowledgeable in another field of practice;

I will be mindful of the fact that, as a member of a self-regulating profession, it is incumbent on me to report violations by fellow lawyers as required by the Rules of Professional Conduct;

I will be mindful of the need to protect the image of the legal profession in the eyes of the public and will be so guided when considering methods and content of advertising;

I will be mindful that the law is a learned profession and that among its desirable goals are devotion to public service, improvement of administration of justice, and the contribution of uncompensated time and civic influence on behalf of those persons who cannot afford adequate legal assistance;

I will endeavor to ensure that all persons, regardless of race, age, gender, disability, national origin, religion, sexual orientation, color, or creed receive fair and equal treatment under the law, and will always conduct myself in such a way as to promote equality and justice for all.

It is understood that nothing in these Principles shall be deemed to supersede, supplement or in any way amend the Rules of Professional Conduct, alter existing standards of conduct against which lawyer conduct might be judged or become a basis for the imposition of civil liability of any kind.

--Adopted by the Connecticut Bar Association House of Delegates on June 6, 1994

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Marketing Your Law Practice: Practical Tips and Innovative Tricks (ESF200313)

Agenda

- 8:30 – 8:50 a.m. Registration
- 8:50 – 9:00 a.m. Introduction and Welcome
Tom Genung, Connecticut Bar Association, New Britain
- 9:00 – 9:30 a.m. SEO Basics for Lawyers
Seth Price, Price Benowitz LLP, Washington, DC
- 9:30 – 10:00 a.m. Moneyball Content Marketing
Ryan McKeen, Connecticut Trial Firm LLC, Glastonbury
- 10:00 – 10:20 a.m. Color Theory & Digital Landing Pages
Brendan Ruane, Lightswitch Advisors, New Haven
- 10:20 – 10:30 a.m. BREAK
- 10:30 – 10:50 a.m. Free or Cheap Digital Resources for Marketing
Aijah Downer, FirmFlex, Shelton
- 10:50 – 11:20 a.m. Making Law Firm PPC Work: Lessons Learned after Spending \$3,942,281 Across 21 Practice Areas
Bill Hauser, SMB Team, Bala Cynwyd, PA
- 11:20 – 12:00 p.m. Boost Your Profits with Automation
Tyson Mutrux, Mutrux Firm LLC, St. Louis, MO
- 12:00 – 12:45 p.m. LUNCH
- 12:45 – 1:15 p.m. Why Are You Throwing Money Down the Drain
James O. Hacking, Hacking Law Practice LLC, Kirkwood, MO
- 1:15 – 1:45 p.m. How to Self-Publish on Amazon and Build your Niche
Jennifer Sanfilippo, FirmFlex, Shelton
- 1:45 – 2:15 p.m. Referral Marketing for Lawyers
John H. Fisher, John H. Fisher PC, Kingston, NY
- 2:15 – 2:30 p.m. BREAK
- 2:30 – 3:00 p.m. Hiring Entrepreneurial Associates
Hailey Rice, Connecticut Trial Firm LLC, Glastonbury
- 3:00 – 3:15 p.m. A System for Building Systems
Jay Ruane, Ruane Attorneys at Law, Shelton
- 3:15 – 4:15 p.m. Ethics of Marketing
Mark A. Dubois, Geraghty & Bonnano LLC, New London
- 4:15 – 5:00 p.m. Speaker Roundtable Questions

Faculty Biographies

Aijah Downer, Firm Flex LLC

Aijah has found a home in the digital world. She has over five years of experience in social media marketing and five years in video production and editing. Having managed social media for major media companies, she puts her big-league talents to work as Firm Flex's creative director. For more information on how Aijah can help you capture your inner voice and illustrate your creative vision, contact her at aijah@getfirmflex.com.

Mark A. Dubois, Geraghty & Bonnano LLC

Mark Dubois has practiced law for over 40 years. He is an assistant clinical professor of law at the University of Connecticut School of Law. He is also of-counsel with the New London firm of Geraghty & Bonnano. He was Connecticut's first Chief Disciplinary Counsel from 2003 until 2011. In that position he established an office that investigated and prosecuted attorney misconduct and the unauthorized practice of law. He is co-author of *Connecticut Legal Ethics and Malpractice*, the only book devoted to the topic of attorney ethics in Connecticut. He is a contributor to the *Connecticut Law Tribune* where he wrote the *Ethics Matters* column for over 7 years. He writes and lectures on matters related to lawyer ethics with a recent focus on senior attorneys.

Attorney Dubois has represented many individuals accused of ethical misconduct and malpractice. He has also served as an expert witness on matters of privilege, ethics and malpractice. He teaches lawyering skills at UConn Law School and has taught legal ethics there and at Quinnipiac University School of Law where he was Distinguished Practitioner in Residence in 2011. He has lectured in Connecticut and nationally on attorney ethics and has given or participated in over 100 presentations and symposia on attorney ethics and malpractice.

Attorney Dubois was board certified in civil trial advocacy by the National Board of Legal Specialty Certification for over 20 years. He is former president of the Connecticut Bar Association. In addition to being a member of the Bar Association, he is a member of the Professional Discipline, LGBT and Unauthorized Practice groups. He is a member of the New Britain, New London, and American Bar Associations, the American Board of Trial Advocates and the Association of Professional Responsibility Lawyers. He is the 2019 recipient of the Connecticut Bar Association's Edward Hennessey award for career professionalism, the Quintin Johnstone Service to the Profession Award in 2012 and the American Board of Trial Advocacy, Connecticut Chapter, annual award in 2007.

John H. Fisher, John H. Fisher PC

John Fisher is the owner and founder of John H. Fisher, P.C., where he limits his practice to catastrophic injury law for injury victims in New York State. Over the last 20 years, John's practice has been limited to the representation of catastrophically injured persons.

John has been cited as a legal expert on numerous occasions by TRIAL magazine of the American Association for Justice and the New York Law Journal, and he speaks frequently for the New York State Bar Association, The National Trial Lawyers, PILMMA, Great Legal Marketing, and county and regional bar associations concerning law practice management, internet marketing for lawyers, referral-based marketing and trial skills.

First and foremost, John is an entrepreneur. John was selected as the national Marketer of the Year by Great Legal Marketing in 2013 and has been called a "master of referral marketing" by Ben Glass, Esq. John is AV-rated by Martindale-Hubbell, has a perfect 10/10 ranking on www.Avvo.com and is a graduate of the University of Notre Dame and Notre Dame Law School.

John is the author of the best-selling book, *The Power of a System*—the first of its kind book with explicit “how-to” steps for the technical, managerial and entrepreneurial implementation of a multi-million dollar personal injury law firm.

[James O. Hacking, Hacking Law Practice LLC](#)

Jim Hacking graduated in 1997 from the Saint Louis University School of Law. Since 2007, Jim's practice has been devoted to immigration law. Jim was a founding member of the St. Louis Chapter of the Council on American-Islamic Relations, served on the U.S. Attorney's Hate Crimes Task Force, and currently chairs the Muslim Task Force of the ACLU of Eastern Missouri. In 2009 and 2013, the Riverfront Times named Jim the Best Lawyer in St. Louis.

[Bill Hauser, SMB Team](#)

Bill Hauser is the CEO and owner of the [SMB Team](#) – a premier legal marketing agency helping law firms and attorneys attract and land more clients through Google Ads and Targeted Landing Pages.

[Ryan McKeen, Connecticut Trial Firm LLC](#)

Ryan McKeen, founder of Connecticut Trial Firm, LLC is a personal injury attorney in Glastonbury, CT and co-author of “Tiger Tactics: Powerful Strategies for Winning Law Firms,” an Amazon #1 best seller in the Law Practice Management category in 2019.

[Tyson Mutrux, Mutrux Firm LLC](#)

[Tyson Mutrux](#) received his B.S. in business from the University of Missouri and his J.D. from St. Louis University in 2010. He devotes most of his practice to personal injury litigation. Tyson’s previous positions include clerkships with the St. Louis County Prosecutor’s Office, the Hammer Law Firm, and Dunne, Koeing & Green, as well as a Litigation Associate with Brown & Brown, LLP.

[Seth Price, Managing Partner of \[Price Benowitz LLP\]\(#\) and Founder of \[BluShark Digital\]\(#\)](#)

An accomplished attorney and transformational thought leader, Seth Price is a founding partner and the business backbone of Price Benowitz LLP as well as the founder and CEO of BluShark Digital. Seth took a two person law firm and scaled to 30 lawyers in less than a decade. Now Seth has taken the same digital power that built the firm to create a best in class digital agency focused on the legal sector in BluShark Digital. Seth has been a frequent lecturer and moderator at some of the largest and most influential law conferences in the United States, speaking on the tools and strategies law firms can use to align their business development with changing consumer habits.

[Hailey Rice, Connecticut Trial Firm LLC](#)

Hailey Rice is a personal injury attorney with Connecticut Trial Firm, LLC. In addition to representing injured people, Hailey has been an attorney for consumers, finance companies and mortgage banks. Throughout her career, she has worked with small law firms and startup companies to grow their businesses and social media presences. Hailey believes in hiring great people and getting out of their way.

[James O. Ruane, Ruane Attorneys at Law](#)

Jay Ruane is a nationally recognized expert in digital and social media marketing for lawyers. In addition, he is an Amazon best-selling author in the Law Practice Management category. For over 15 years, Jay has handled the business and marketing development for his firm and all of its verticals, taking a successful solo practice to consistent 7 figure revenues and launching multiple practice groups.

Brendan Ruane, Lightswitch Advisors

Beginning with his first law firm website build in 1998, Brendan has always looked for what is next in the digital marketing space. Brendan is a certified Digital Business Consultant by WP Elevation and has been Certified in the SEOToolset by Bruce Clay. He runs a boutique digital marketing agency, Lightswitch Advisors, and is a co-founder & CTO for FirmFlex - the Social Media Marketing Agency for Lawyers. Brendan is a custom WordPress developer, marketing automation consultant and has vast experience creating social media ad campaigns. He has been published in the NACDL Champion Magazine and is a published author on marketing small businesses.

Jennifer Sanfilippo, Firm Flex LLC

Jen Sanfilippo is the Content Director at FirmFlex, a social media marketing company for lawyers. She has worked side-by-side with lawyers across the country for nearly a decade, helping them publish content online and run their social media accounts. Since 2014, Jen has also helped lawyers publish books on Amazon.

SEO BASICS FOR LAWYERS

IT'S ALL ABOUT THE FUNDAMENTALS

PRESENTED BY: SETH PRICE



RECENT SIGNIFICANT GOOGLE UPDATES

- August 2018 – largest update in history.
 - [Updated Quality Raters Guide](#) (167 pages of Google rules)
- June 2019 – broad core algorithm update (first announcement ever)
- June 2019 - GMB Executive Offices
- June 2019 - Advice from Google on content
- October 2019 - Local Update



Technical SEO

Link Building



Content Strategy

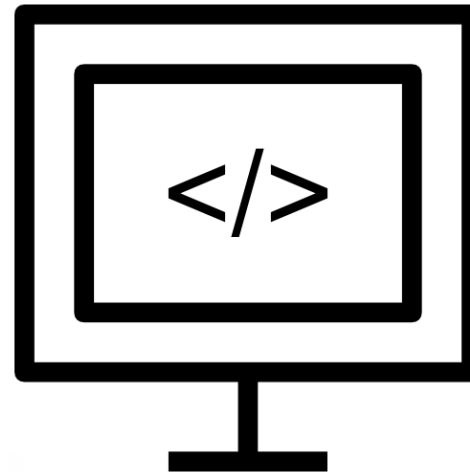
Local Search


TECHNICAL SEO

Optimizing Behind the Scenes

TECHNICAL SEO

- Optimize for Mobile
- Page Speed
- Meta Descriptions
- Title Tags
- Schema/Markup



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BOUNCE RATE AND PAGE SPEED

- Do high bounce rates correlate to poor site speed?
- PageSpeed Insights
 - <https://developers.google.com/speed/pagespeed/insights/>
 - Mobile and Desktop Speed
 - Suggestions to improve speed
- Good score - 80-100
- 2-4 second load time



STRUCTURED DATA AND RICH SNIPPETS

The More Google Knows, The More Google Can Show

- **Speak Google's Language** – Structured Data, Schema markup
 - Schema.org – Google, Bing, Yahoo!
 - Schema markup allows the search engine to **understand** the website and its content, and then **display** your content properly on SERPS
- **Types of Markup**
 - Geographic region
 - **Reviews – no longer! Self serving reviews not crawled**
 - Main Menu
 - Industry/Business Type
 - Social
 - FAQ

Regular SERP result

Virginia Reckless Driving Lawyer | Criminal Defense

<https://www.recklessdrivinglawyer.net/> ▼

If you have been charged with reckless driving, reach out to a professional **Virginia reckless driving lawyer** today to schedule your initial consultation.

Rich Snippets

DC Injury Lawyer | Personal Injury Attorneys in DC - Price Benowitz LLP

<https://pricebenowitz.com/dc-injury/> ▼

★★★★★ Rating: 5 - Review by Google User

The **DC personal injury lawyers** with Price Benowitz LLP are experienced litigators in auto accident, medical malpractice and wrongful death cases.

[Burn Injury](#) · [DC Pedestrian Accident Lawyer](#) · [DC Medical Malpractice Lawyer](#)

Virginia Criminal Lawyer | Fairfax Defense Attorney

<https://www.virginia-criminallawyer.com/> ▼

An experienced **Fairfax, Virginia criminal lawyer** if you are facing criminal charges in Virginia. Contact Karin Riley Porter today for a free case analysis.

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FAQ SCHEMA/MARKUP

The screenshot shows a Google search for "dc dui lawyer". The search bar contains the text "dc dui lawyer" and a search icon. Below the search bar, the first search result is from "criminallawdc.com" with the title "DC DUI Lawyer | Drinking and Driving Defense in Washington ...". The description reads: "If you have been charged with DUI, DWI, or OWI, reach out to a **DC DUI lawyer** today. Our experienced legal team can help protect your rights and defend you." Below the description, there are three FAQ-style questions, each with a downward arrow icon: "What Are the Different Types of Drunk Driving Charges in Washington, DC?", "What are the Penalties for a First Time DUI Charge?", and "What are the Consequences of a Second DUI Arrest?". Below these questions is a "Show more" link with a downward arrow icon. The second search result is from "ervinkibrialaw.com" with the title "Top Rated DC DUI Lawyer & DWI Attorney Open 24/7 - Ervin ...". The description reads: "Washington **DC's** best **DUI & DWI attorney** is only a call away at 202-689-4439. Expert **DC DUI & DWI attorney** Nabeel Kibria is always available to take you and your case- at any time of day." The third search result is from "www.dc-dui-lawyer.com" with the title "DC DUI Lawyer & DWI Defense Attorney Christopher J. Mutimer". The description reads: "Washington DC DUI Defense Lawyers. If charged with a DUI or DWI in the District of Columbia, call the **DC DUI attorneys** at Scrofano Law immediately." Below the description are links for "Practice Areas", "About DC DUI", "Attorney Profile", and "Resources".

Google

dc dui lawyer

criminallydc.com › dc-dui-lawyer

DC DUI Lawyer | Drinking and Driving Defense in Washington ...

If you have been charged with DUI, DWI, or OWI, reach out to a **DC DUI lawyer** today. Our experienced legal team can help protect your rights and defend you.

What Are the Different Types of Drunk Driving Charges in Washington, DC? ▾

What are the Penalties for a First Time DUI Charge? ▾

What are the Consequences of a Second DUI Arrest? ▾

▾ Show more

ervinkibrialaw.com › dc-dui-attorney ▾

Top Rated DC DUI Lawyer & DWI Attorney Open 24/7 - Ervin ...

Washington **DC's** best **DUI & DWI attorney** is only a call away at 202-689-4439. Expert **DC DUI & DWI attorney** Nabeel Kibria is always available to take you and your case- at any time of day.

www.dc-dui-lawyer.com ▾

DC DUI Lawyer & DWI Defense Attorney Christopher J. Mutimer

Washington DC DUI Defense Lawyers. If charged with a DUI or DWI in the District of Columbia, call the **DC DUI attorneys** at Scrofano Law immediately.

Practice Areas · About DC DUI · Attorney Profile · Resources

THE FUTURE OF TECHNICAL

- Schema sophistication
- Rich snippets all over SERP?
- Watch out for pluginS



CONTENT STRATEGY

Providing High Quality Information to Your Audience

OPTIMIZING CONTENT

- [Advice from Google on content](#) (Expertise, Authoritativeness and Trustworthiness)
- Increase content users want – be more interactive (forums, etc)
- Make sure to optimize for the consumer **AND the Google bot**
 - Bot still needs high quality content to understand your brand, full authority, and what your site is all about
- **TIP: 500-700 words per page for internal page**
- **TIP: 1000+ words per page for landing page**

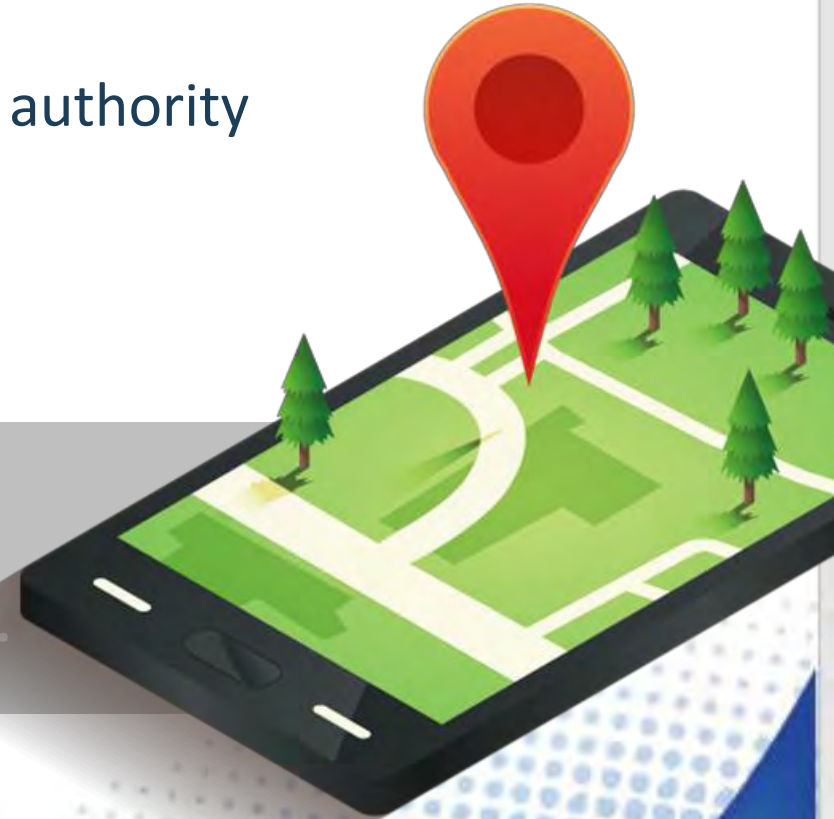
TIPS TO CREATE ENGAGING CONTENT

- **Establish a Brand - Niche Blogging**
- **Become a trusted source** - provide information on trending topics
- **Set yourself apart** - Stick to expert's genuine interest. Will result in greater contributions and richer content
- **Create FAQ Videos** - can increase engagement, time on page, and conversion rates
- **Pro Tips:** Provide expert content or quotes for guest blogs to obtain **backlinks** from authoritative sites.

STRATEGIC CONTENT DEVELOPMENT

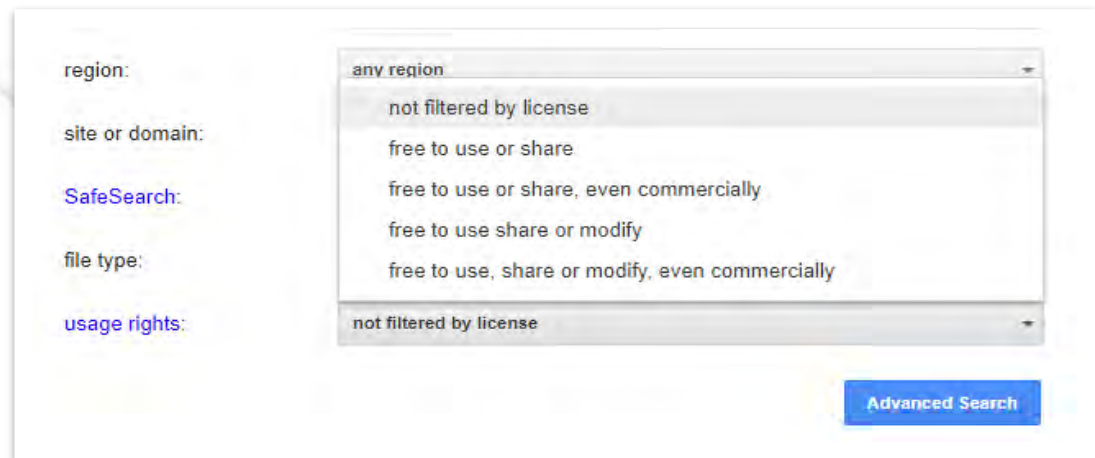
- Leverage your experts to write content on different topics to **maximize your audience reach** and your depth of **credibility**
- **Go Local** in your content to establish authority
- Think beyond state-level terms
 - City and county terms

TIP: Do not copy and paste content from one location page to another—even if laws are identical, make the content fresh.



TIPS FOR IMAGES IN YOUR CONTENT

- Google Advanced Image Search
 - https://www.google.com/advanced_image_search
- Image size
- Colors in images
- File type (PNG)
- Advanced image title search
- Usage rights

A screenshot of the Google Advanced Image Search interface. It shows several filter categories on the left: 'region:', 'site or domain:', 'SafeSearch:', 'file type:', and 'usage rights:'. The 'usage rights:' filter is expanded, showing a dropdown menu with the following options: 'any region', 'not filtered by license', 'free to use or share', 'free to use or share, even commercially', 'free to use share or modify', and 'free to use, share or modify, even commercially'. Below the dropdown menu is a blue button labeled 'Advanced Search'.

region: any region

site or domain: not filtered by license

SafeSearch: free to use or share

file type: free to use or share, even commercially

usage rights: free to use share or modify

free to use, share or modify, even commercially

Advanced Search

THE FUTURE OF CONTENT

- Neural Matching (2018) vs. RankBrain (2016)
 - RankBrain helps Google better relate pages to concepts
 - Neural Matching helps Google better relate words to searches
 - Why does my TV look funny
 - “The soap opera effect”
- Keywords will be less strict
- High Quality Content still a must

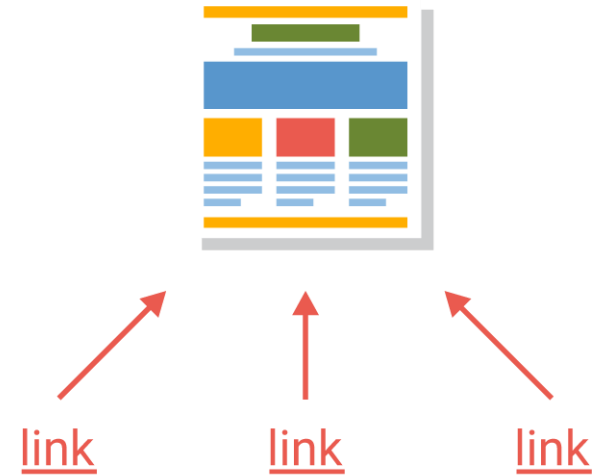
LINK BUILDING

Establishing Relationships Online

BECOME AN AUTHORITY OTHERS WANT TO CITE

Content & Link-Building Come Together

- Create content other sites want to link to
 - **Be educational** & informational
 - Add **charts** and **statistics** in your content
 - **Bonus:** Markup the charts to potentially achieve featured rich snippets
- Make your site look **authoritative**
- High-quality content earns **high-quality backlinks**



LINK BUILDING TIPS

THINK OUTSIDE THE BOX

- **Old School** - Infographics (have potential to go viral)
 - **Visual representation** of information
 - Use proper outreach tools (BuzzStream, Cision, etc.) to make **personalized outreach** efficient
- **New Ideas** - Podcasts and FAQ Videos
 - Post on authoritative sites
 - Leverage your experts
- Using your publications - **Ebooks**



LINK BUILDING BEST PRACTICES

- **White Hat vs. Black Hat** link building
 - White hat - **Natural links** through press or lawyer profiles
 - Black hat - **hidden spammy keyword links** on a page only the Google Bot sees, not users
- Identifying spammy sites
 - “submit link here”
 - Low domain authority
 - International sites (.in, etc)
- No Reciprocal Link Building

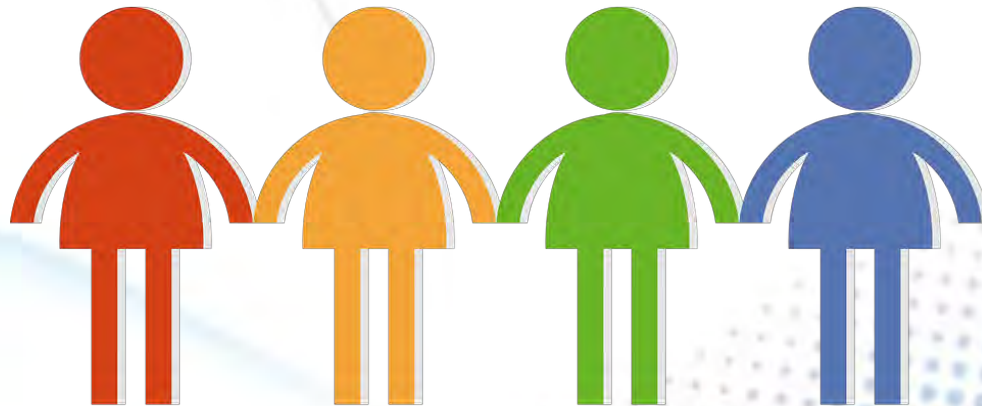
LOCAL LINKBUILDING

- **Build your firm a personality** - people want to hire someone they **like** and **trust**
- **Local outreach programs**
 - Recurring events offer **consistency** and **legitimacy**
 - Annual food/clothes/school supply drives
 - Scholarships
 - Seasonal nominations
- Keep focus on **providing value to community**, but maximize link opportunities



MAXIMIZING RELATIONSHIPS

- Leverage **existing relationships** in the community
 - Organizations you **donate** to
 - Organizations you **volunteer** with
 - Organizations you are a **board member** of
- Make use of media and small business **relationships**



THE FUTURE OF LINKS

- Penguin Update (old school)
 - Spammy links
 - Disavow - gain back authority
- PageRank (used internally)
- Linkless mentions/Implied Links
 - Natural building of your brand

LOCAL SEARCH

Creating a Healthy Reputation in Your City

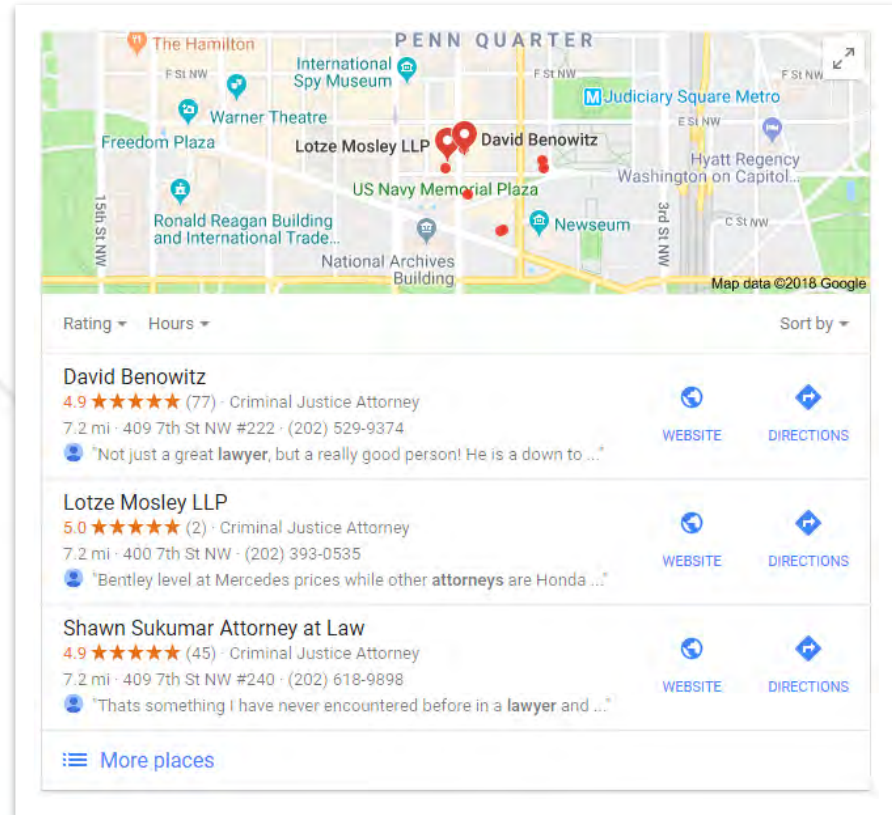
ORGANIC SEARCH & RANKING IN LOCAL PACK

ORGANIC SEARCH

- Link signals
- On-page & technical signals
- Behavioral signals

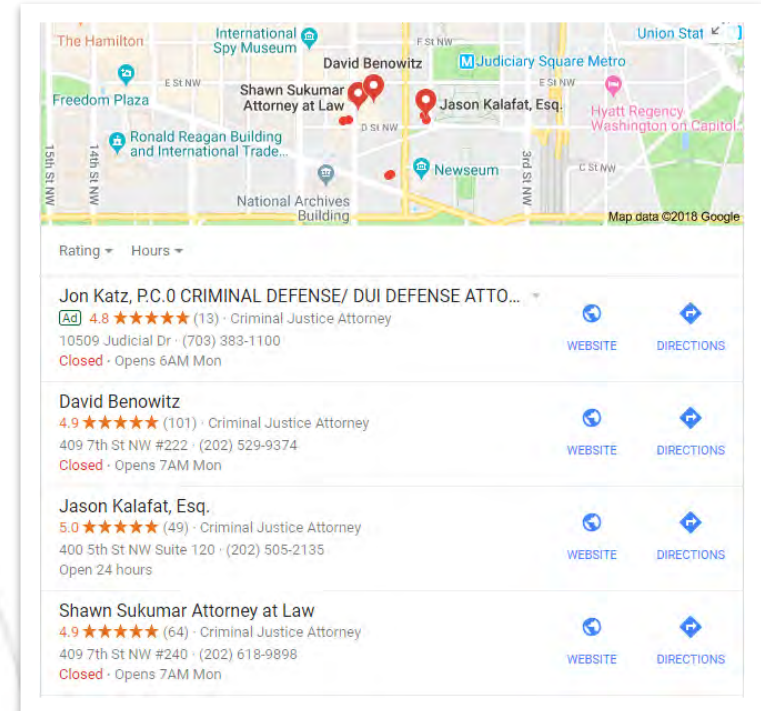
LOCAL SEARCH

- Google My Business signals
- Local citation signals
- Review signals
- Local link-building signals
- Authority of website is a central factor (organic SEO)



LOCAL 3 PACK - FILTERING

- Local pack may not show multiple results in the same building for same practice area
 - results are filtered to improve user experience
- Others will be **suppressed**, though they may show in organic ranking or when you zoom in on map view
- Plan accordingly for office expansion



TIPS FOR UPKEEP OF LOCAL CITATIONS

Inconsistent listings bring you down!

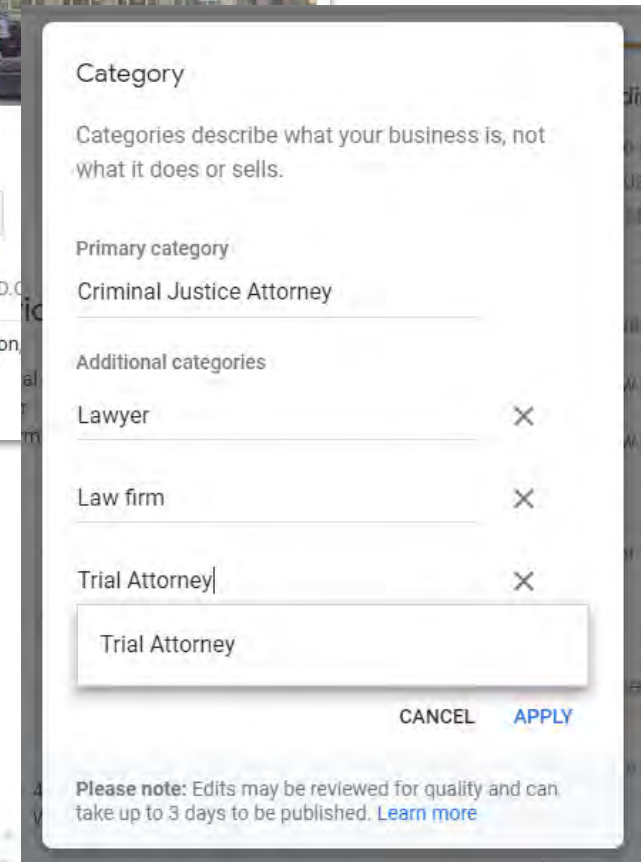
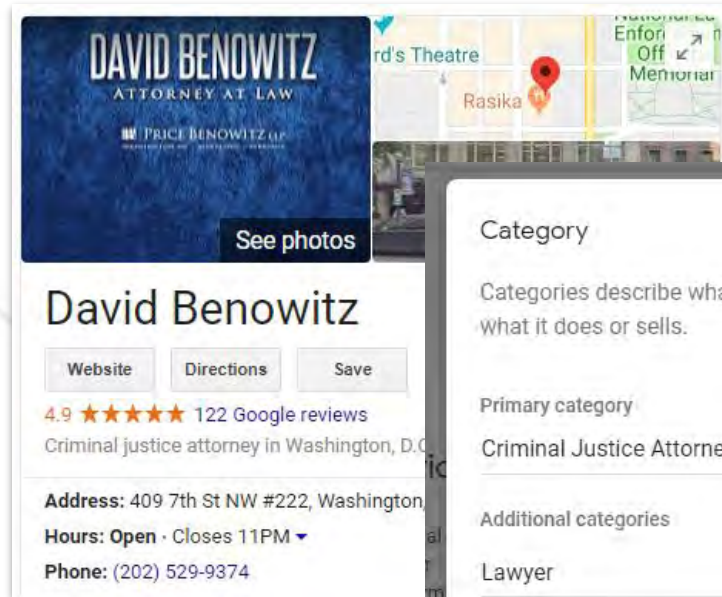
- **Pro Tips:**
 - Include backlinks to important pages on your site
 - Make updates to your existing listings to re-prompt a fresh crawl

- **Update local citations when**
 - Your physical address changes
 - Your phone number changes
 - Your firm name changes

Accuracy is Crucial!

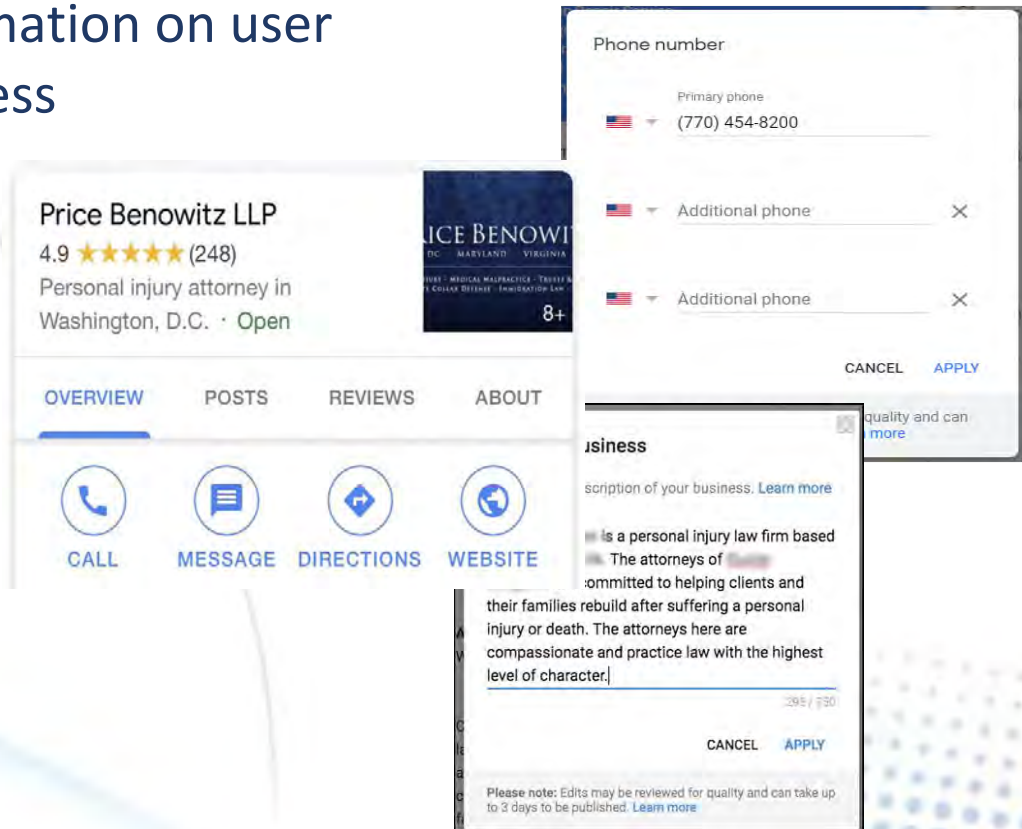
IMPORTANCE OF UPDATING YOUR GMB

- A complete profile allows Google to truly understand your brand
- Most important fields
 - Name
 - Address
 - Phone Number
 - **Primary Category**

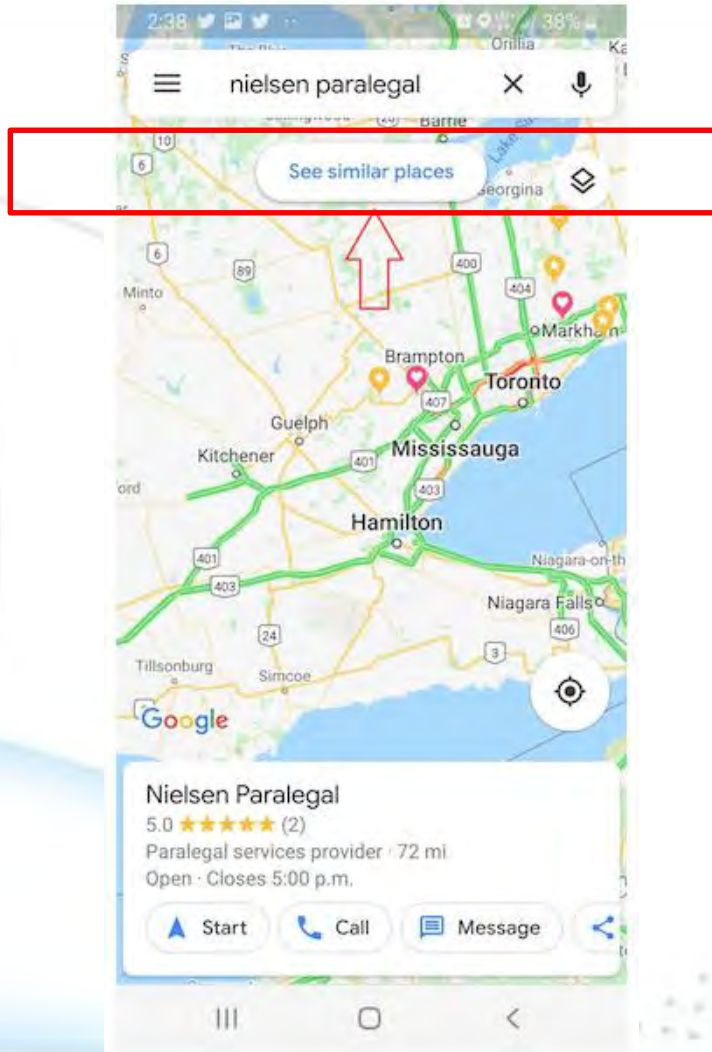


GMB NEW FEATURES

- **New features** are constantly coming out in order to gain more information on user interaction with your business
- Posts
- Messaging
- Business Descriptions
- Additional Phone Numbers
- Date business established



GMB NEW FEATURES



GOOGLE MY BUSINESS INSIGHTS

Google My Business

Search locations

Remove your business in minutes

Show up more when people search for what you offer [Start advertising](#)

David Benowitz
409 7th Street Northwest #222
Washington, DC 20004

- Home
- Posts
- Info
- Insights**
- Reviews
- Messaging
- Photos
- Services
- Website
- Users

Where customers view your business on Google

The Google services that customers use to find your business

1 month

Total views 11.6K

Service	Total Views
Listing on Search	9.56K
Listing on Maps	2.02K

Customer actions

The most common actions that customers take on your listing

GET INSIDE GOOGLE'S MIND

- Provides data on user engagement with GMB
 - 1 week, 1 month, 1 quarter timespans
- Information being collected is indicative of **being a ranking factor**
- [Google's explanation](#) of each data set in GMB Insights

GMB INSIGHTS - VIEWS DATA CAUTION



GMB INSIGHTS – EVERYONE GETS A VIEW

The screenshot shows a Google search for "best pizza" in New Orleans. The search results are filtered to show a 4.0+ rating and are sorted by "Best match". The list includes Tommy G's Coal Fired Pizza (4.3 stars, 285 reviews), Coal Fired Pizza (4.0 stars, 1 review), and Rye & Pie Pizza Bar (4.9 stars, 30 reviews). A map on the right shows the location of these restaurants in the Storyville area, with markers for each business.

Google best pizza

← 4.0+ rating - Pizza - Price - Hours - Clear Filters X

Sort by **Best match** ▾

Tommy G's Coal Fired Pizza
4.3 ★★★★★ (285) · Pizza
0.4 mi · 901 Convention Center Blvd #115
Closed · Opens 11AM
Spacious, modern hangout with high ceilings & TVs, whipping up classic pies, pasta & sandwiches.

Coal Fired Pizza
4.0 ★★★★★ (1) · Restaurant
0.3 mi · 901 Convention Center Blvd
Closed · Opens 11AM
Comfort food · Quick bite · Casual

Rye & Pie Pizza Bar
4.9 ★★★★★ (30) · Pizza
0.4 mi · 404 Andrew Higgins Blvd
Closed · Opens 12PM
Comfort food · Quick bite · Casual

Map labels: King Center, The Original Italian Pie, Blaze Pizza, G's Pizza CBD, Bonci Pizzeria, Harrah's Casino New Orleans, Lafayette Square, The National WWII Museum, Audubon Aqu of the Americ, Industry Bar & Kitchen, Papa's Pizza, Dona's Pizza, Crescent City Pizza Works, Vieux Carre Pizza, Crescent City Pizza Works.

GMB INSIGHTS – HOW ARE YOU FOUND?

How customers search for your business

1 month



Direct

Customers who find your listing searching for your business name or address



Discovery

Customers who find your listing searching for a category, product, or service



Branded

Customers who find your listing searching for a brand related to your business

GMB INSIGHTS – COMMON QUERIES

Queries used to find your business • [Send feedback](#)

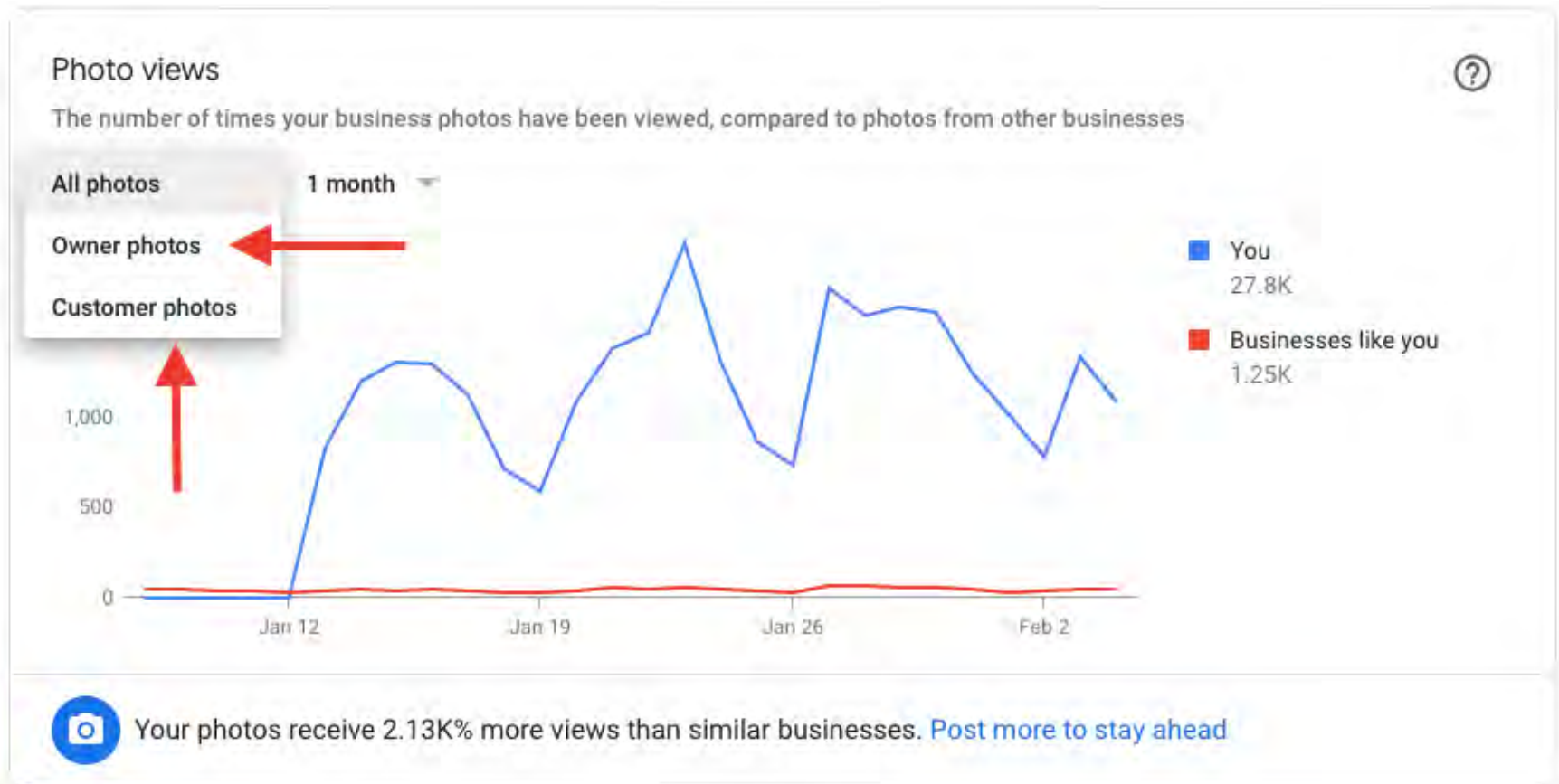


The most popular queries for your business by unique users

1 month

	Query	Users
1	dc attorney search	179
2	david benowitz	92
3	dc criminal lawyer	70
4	top lawyers in washington dc	66
5	lawyers in washington dc	64
6	dc dui lawyer	54

GMB INSIGHTS – PHOTO VIEWS



**Same user views multiple photos = multiple views. Per view not user

GEOTAG PHOTOS TO BOOST RANKING

The screenshot displays the Geoimgr Pro web application interface. At the top left, the logo "Geoimgr Pro" is visible. Below it, a map of the world is shown with a red location pin over the United States. A yellow oval highlights the "Search City" input field above the map. To the right of the map, a blue box with a yellow border contains the text "Enter the address into the search field". Below the map, there are two photo tagging panels. Each panel features a photo thumbnail on the left and a form on the right with fields for "Starting Longitude", "Document Name", "New Settings", and "Image Description". At the bottom of each panel are buttons for "Show EXIF Tags", "Download", and "Clear".

<https://www.geoimgr.com>

UPDATING PHOTOS WITH GEOTAG INFO

1. Delete photo from you GMB
1. <https://www.geoimgr.com>
2. Rename photo with keywords
1. Check properties of photo to see the GPS data of the photo
1. Upload new photo



London Bridge

Latitude

51 deg 30' 14.78" N

51.504105

Longitude

0 deg 4' 28.47" W

-0.074575

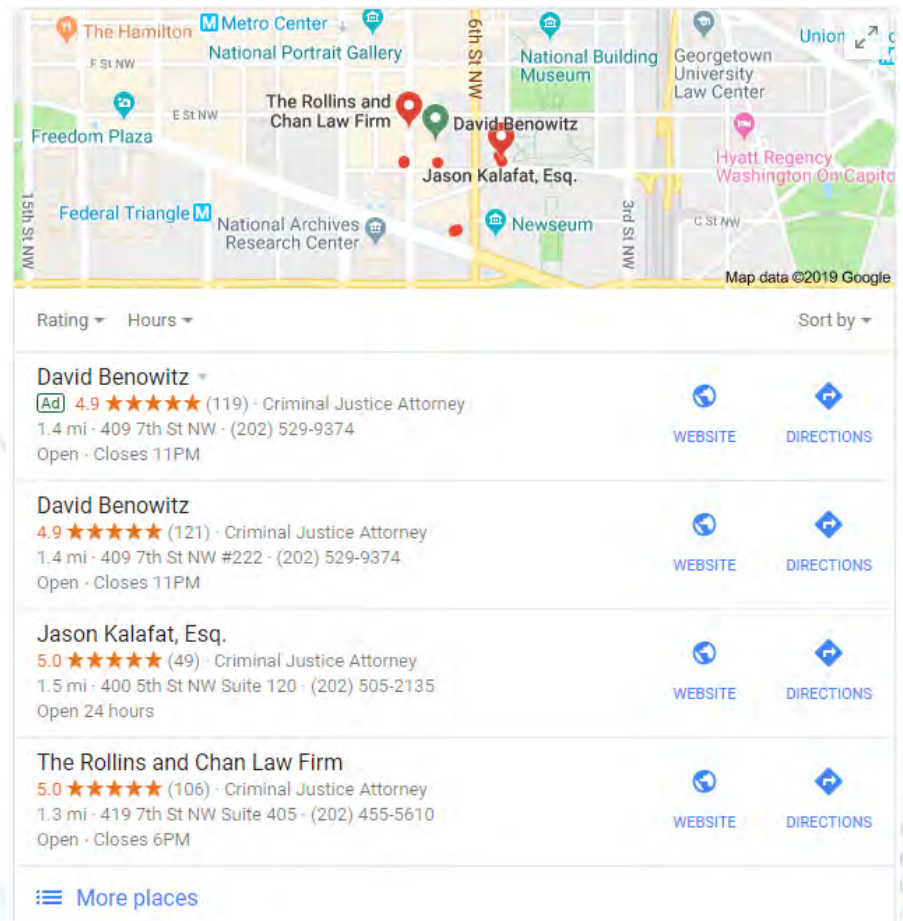
GOOGLE LOCAL GUIDES & SUGGESTIONS

- “Local Guides is a global community of explorers who write reviews, share photos, answer questions, add or edit places, and check facts on Google Maps.”
- 5 mil in 2016 | 120 mil 2019
- How to [become a local guide](#)
- Suggestions and edits
- In select cities, you can discover and follow selected Local Guides.

Maps contribution	Points earned
Review	10 points per review
Review with more than 200 characters	10 bonus points per review
Rating	1 point per rating
Photo	5 points per photo
Photo tags	3 points per tag
Video	7 points per video
Answer	1 point per answer
Respond to Q&As	3 points per response
Edit	5 points per edit
Place added	15 points per place added
Road added	15 points per road added
Fact checked	1 point per fact checked
Eligible list published	10 points per published list
Description (in list)	5 points per description added

LOCAL 3 PACK - AD EXTENSION

- Google introduces **local search ads** in the 3 pack
- **Local Ad Extension** - If you have competitors dominating the local pack - this is a good way to still appear locally
- Have to also be running regular Google Ads for the keywords - Cannot run local 3 pack ads exclusively



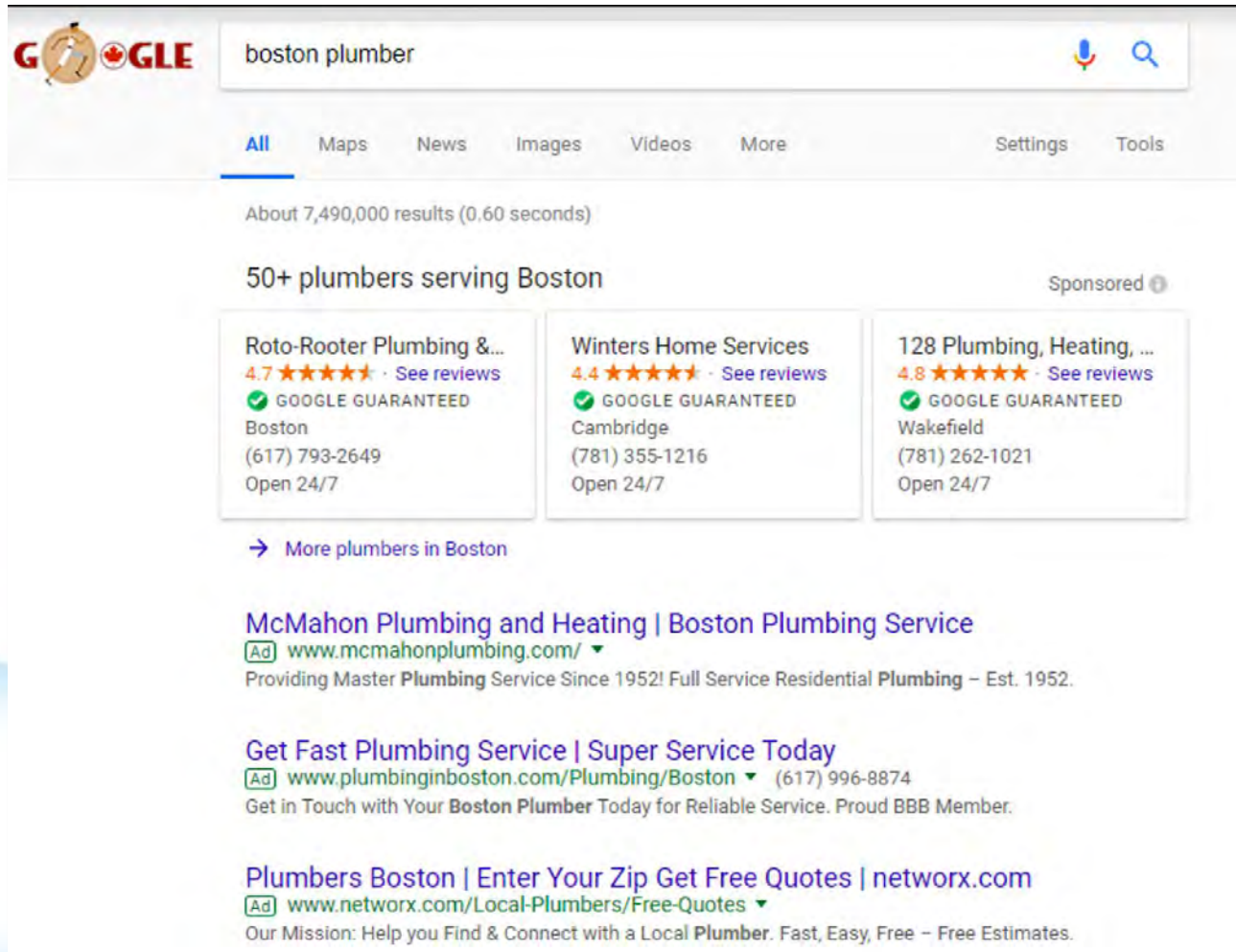
LOCAL 3 PACK ADS ON COMPETITOR GMB

Ads on your competitor's GMB knowledge panel



- Still in very early beta
- Shows for branded queries
- Giving consumers more options

The screenshot shows a Google My Business profile for "Browning Dodge Chrysler Jeep Ram". The profile name is highlighted in yellow. It has a 4.5-star rating from 1,648 reviews and is located in Norco, California. The status is "Closed". Below the profile name are tabs for "OVERVIEW", "UPDATES", "REVIEWS", and "ABOUT". Underneath are four action buttons: "CALL", "MESSAGE", "DIRECTIONS", and "WEBSITE". A "3-pack" advertisement is displayed below, titled "Ad - Clearance Sales Event" (highlighted in yellow). The ad text says "Take the Tacoma" and includes a "LEARN MORE" link to "valleyhitoyota.com" (highlighted in yellow). To the right of the ad is a photo of a dark car. Below the ad is the address "1983 Hamner Ave, Norco, CA 92860" and a map showing the location with a red pin and a yellow line indicating the route.

LOCAL SERVICE ADS







The screenshot shows a Google search for "boston plumber". The search results page features a "Local Service" section with three sponsored ads. Each ad includes the business name, a star rating, a "GOOGLE GUARANTEED" badge, the location, phone number, and hours. Below the ads is a link to "More plumbers in Boston". Further down, there are three text-based ads for plumbing services, each starting with an "Ad" label and a link to the business website.

GOOGLE boston plumber  


[All](#) [Maps](#) [News](#) [Images](#) [Videos](#) [More](#) [Settings](#) [Tools](#)


About 7,490,000 results (0.60 seconds)


50+ plumbers serving Boston Sponsored 

<p>Roto-Rooter Plumbing &... 4.7 ★★★★★ · See reviews  GOOGLE GUARANTEED Boston (617) 793-2649 Open 24/7</p>	<p>Winters Home Services 4.4 ★★★★★ · See reviews  GOOGLE GUARANTEED Cambridge (781) 355-1216 Open 24/7</p>	<p>128 Plumbing, Heating, ... 4.8 ★★★★★ · See reviews  GOOGLE GUARANTEED Wakefield (781) 262-1021 Open 24/7</p>
---	--	---

[→ More plumbers in Boston](#)

McMahon Plumbing and Heating | Boston Plumbing Service
[Ad](#) www.mcmahonplumbing.com/ 
Providing Master **Plumbing** Service Since 1952! Full Service Residential **Plumbing** – Est. 1952.

Get Fast Plumbing Service | Super Service Today
[Ad](#) www.plumbinginboston.com/Plumbing/Boston  (617) 996-8874
Get in Touch with Your **Boston Plumber** Today for Reliable Service. Proud BBB Member.

Plumbers Boston | Enter Your Zip Get Free Quotes | networx.com
[Ad](#) www.networx.com/Local-Plumbers/Free-Quotes 
Our Mission: Help you Find & Connect with a Local **Plumber**. Fast, Easy, Free – Free Estimates.

LOCAL SERVICE ADS FOR LEGAL

- Have to earn a badge by becoming "Google Guaranteed"
 - Submit application with state bar info, full criminal background check for all employees, and malpractice insurance
- Extra vetting process by Google to increase conversions
 - After clicking ad, user must confirm service they're looking for and zip code
 - If service and/or zip code don't match – Google will direct them elsewhere
- **Gearing up to be released to public for Estate Planning & Immigration nation wide!** Tested in San Diego and Houston

LOCAL SERVICE ADS

Getting started

At this time, Local Services ads are available only for certain service categories and areas.

To see if Local Services is available in your area, check your business eligibility on the [signup page](#).

[Check eligibility](#)

→ United States

Appliance repair services, carpet cleaning services, cleaning services, electricians, estate lawyer services, financial planning services, garage door services, HVAC (heating or air conditioning), immigration lawyer services, lawn care services, locksmiths, movers, pest control services, plumbers, real estate services, roofers, water damage services, and window cleaning services

Canada

Electricians, locksmiths, plumbers, and HVAC (heating or air conditioning)

Accessing your Local Services ads account

You can access your Local Services ads account anytime [online](#) and through the app ([Android](#), [iOS](#)). Using these tools, you can:

- Receive and manage leads
- Communicate with customers about their requests and record notes
- Track your leads and bookings
- View reports about your ad's performance
- Pause your ad if you're too busy to accept new leads (a [free version of your listing](#) may be displayed)

REVIEWS: THE ULTIMATE CONVERSION FACTOR

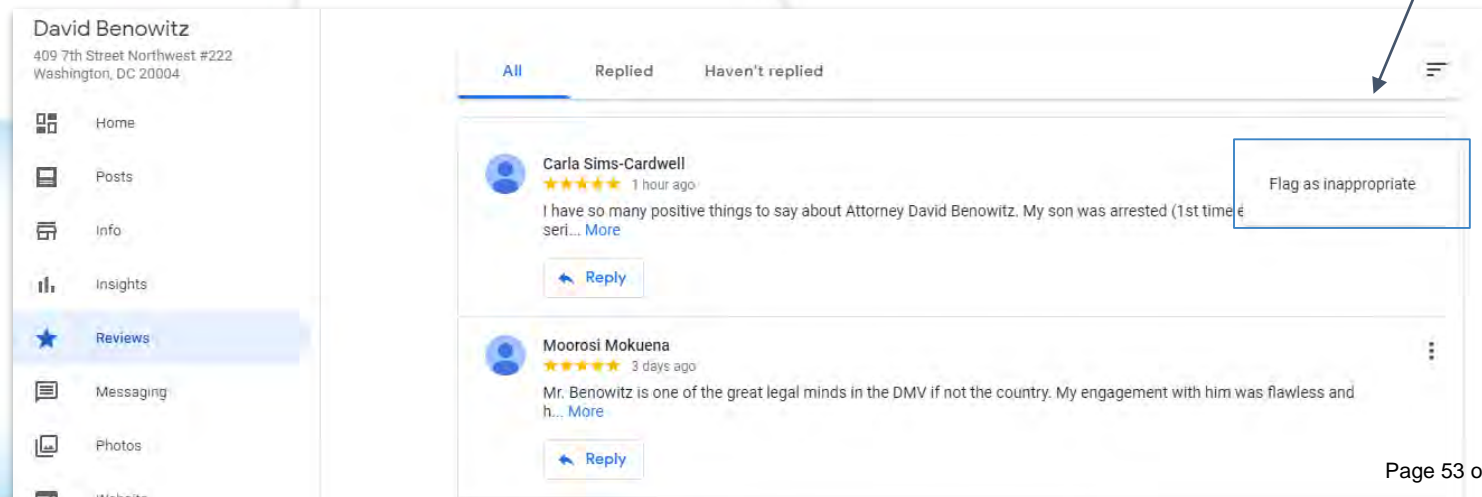
Learn how, when and why to get them

DEALING WITH NEGATIVE REVIEWS

- DO:**
- Report the review to Google from the primary owner or manager access account

- DON'T:**
- Respond negatively to the review
 - Response immediately to the review

Flag as inappropriate



NEW IN GMB REVIEWS

Mary Nerino Attorney at Law

10505 Judicial Dr #105, Fairfax, VA

[Write a review](#)

5.0 ★★★★★ 74 reviews

Sort by: Most relevant

All reckless driving 9 intelligent 7 passionate 7 feel 7 skills 7 courtroom 6 speeding ticket 5 team 5 law school 4 advocacy 3



Mar Jane Ferguson

2 reviews · 2 photos

★★★★★ a month ago

I am writing this review as I sit in my car after court (no cellphones allowed in the building) because I couldn't wait until I got home to write Mary's praises... More

[Reply](#) [Like](#)



Esma Niazi

2 reviews

★★★★★ 2 weeks ago

Ms Mary Nerino was fantastic. She provided me all of the information and steps needed for my situation to get the desired outcome, she was communicative, easy to reach, pleasant to work with, and seems to be well known--all of which makes a ... More

[Reply](#) [Like](#)

THE FUTURE OF LOCAL

- Algorithm updates specific to local SEO?
- Guidelines for Google Reviews (increased ranking factor?)
- Local Service Ads
- Local Guides

QUESTIONS? CONTACT US!

Seth Price

(202) 664-8444 | info@BluSharkDigital.com

BluSharkDigital.com

If you have any questions about SEO or would like to
Learn more, text “SEO” to (347) 661 9999



Moneyball Content Marketing

@ryanmckeen

The Problem

Houston Car Injury Attorneys | You Only Pay If We Win

www.daspitlaw.com/Car-Injury/Attorneys (281) 918-7694

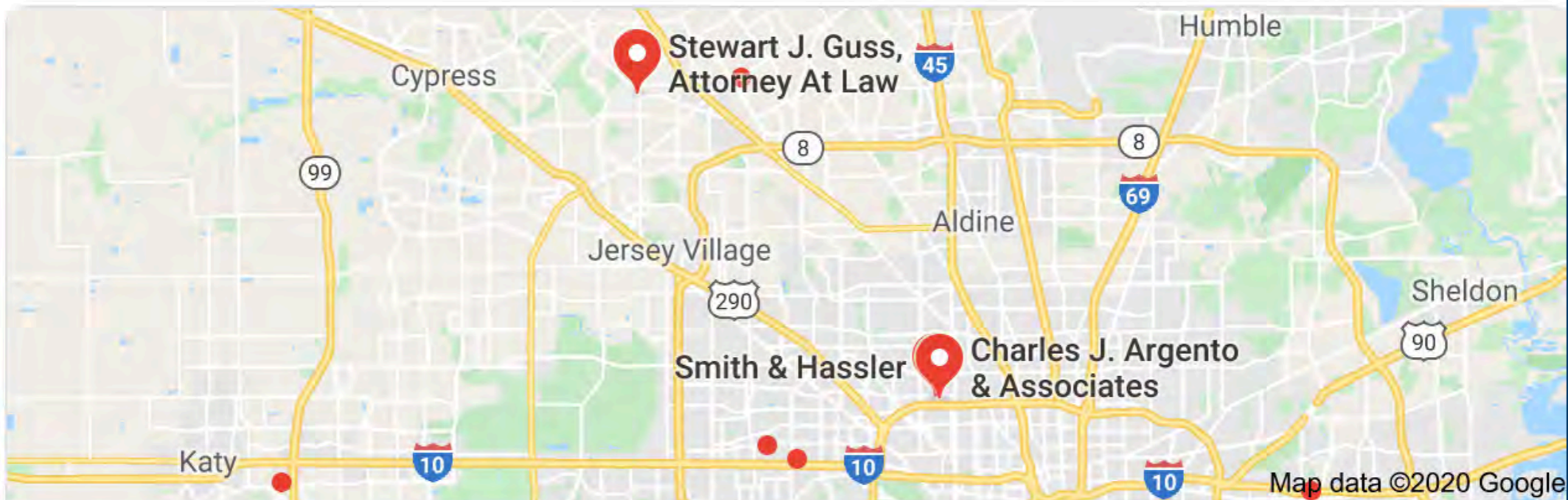
Call Now For A Free **Injury** Consultation. Work With Top Rated **Texas Attorneys**. We Are Available 24/7. Se Habla Español. Pay Nothing Unless We Win. Free Consultations.

📍 440 Louisiana St Suite 1400, Houston, TX - Open today · 8:00 AM – 8:00 PM

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All **Injury** And Death Cases Accepted. We've Won Millions For Clients. We are focused on...



Rating ▾ Hours ▾ Your past visits ▾

Stern Law Group ▾

[Ad](#) 18 reviews · Personal injury attorney

Houston, TX

Open · Closes 6PM · (713) 348-9507


WEBSITE


DIRECTIONS

Stewart J. Guss, Attorney At Law

4.8 ★★★★★ (234) · Personal injury attorney

Houston, TX

Open 24 hours · (281) 664-6500



WEBSITE



DIRECTIONS

Charles J. Argento & Associates

5.0 ★★★★★ (316) · Personal injury attorney

Houston, TX

Open 24 hours · (713) 225-5050



WEBSITE



DIRECTIONS

Smith & Hassler

4.7 ★★★★★ (154) · Personal injury attorney

Houston, TX

Open · Closes 5:30PM · (713) 739-1250



WEBSITE



DIRECTIONS

Houston Car Accident Lawyer | Jim Adler & Associates

<https://www.jimadler.com> › [car-accident-lawyer](#)

Jun 20, 2019 - ★★★★★ Rating: 5 - Review by Graciela R.

Not every car accident case needs a lawyer. ... Why should I hire a **Houston car accident lawyer**? Wildlife ...

Do you need a lawyer after a car accident? ▼

How long do you have to file a lawsuit for injuries or damage? ▼

Houston Car Accident Lawyer | No Fees Unless We Win!

<https://mcdonaldworley.com> › [car-accident-lawyer-houston-tx](#)

★★★★★ Rating: 5 - Review by Terry F.

Jump to [How Long Do I Have to File a Claim for an Auto Accident in ...](#) - ... experienced **car accident lawyer** in **Texas** handle your claim. They know the law.

What is the Average Settlement for a Car Accident in Texas? ▼

How Do I Know if I Have a Case? ▼

How Much Does a Houston Car Accident Lawyer Cost? ▼

How Long Do I Have to File a Claim for an Auto Accident in Texas? ▼

Houston Car Accident Lawyer | Baumgartner Law Firm

<https://baumgartnerlawyers.com> › [houston-car-accident-lawyer](#) ▼

★★★★★ Rating: 5 - Review by VLHodder

Were You A Passenger During a Serious **Car Accident**. 0 min, 54 sec. **Car Accidents Attorney Houston Texas** Baumgartner Law Firm. 1 min, 0 sec. Did Texting ...



24 Available 24 hrs

NO WIN NO FEE Free Consultation

CALL (866) 300-8253

HOME PRACTICE AREAS TESTIMONIALS ABOUT US AREAS SERVED FAQ NEWS CONTACT US

ESPAÑOL

Home » Practice Areas » Houston Car Accident Lawyer

Houston Car Accident Lawyer

By: Stewart J. Guss

Were You in an Auto Accident in the Houston Area?

It's a hard truth: If you drive a car on Houston's streets and highways, sooner or later the chances are good that you are going to get into an accident. As a

Get a Free Consultation

CONTACT US

Your First Name*

Your Last Name*

Your Email*

Your Phone*

Your Subject

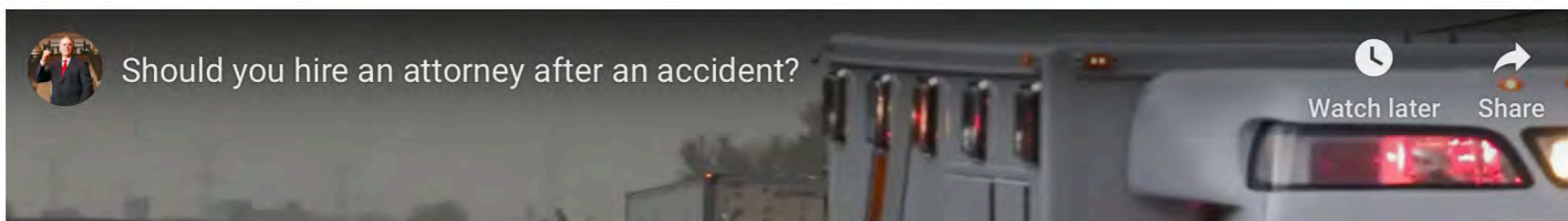


Hi there! I'm a real, live employee of the law firm. It looks like you might need information about ...





Houston Car Accident Lawyer



FREE Case Review

Full Name

Phone

Houston Car Accident Lawyer

[Home](#) » [Houston](#) » Houston Car Accident Lawyer

If you have suffered a car wreck, you will likely need the help of a Houston car accident lawyer at McDonald Worley to get the justice you deserve. You are probably wondering things like how will I pay for my car repairs, who will pay for my medical bills, and how can I recover compensation for my lost wages. We proudly offer a **free initial consultation** to all injury victims, allowing them to get answers to all of their questions, while also receiving guidance from an experienced accident attorney.


 Our team of personal injury lawyers has nearly 100 years of combined experience defending the rights of injury victims. Our knowledge and expertise have earned us

Table of Contents [\[hide\]](#)

[An Overview Of Houston Vehicle Statistics](#)

[Steps To Follow After A Car Accident](#)

[Make Sure Everyone Is Okay](#)

[Seek Medical Attention](#)

[Call Proper Authority](#)

[Collect The Other](#)

[Speak To Any Wit](#)



[CLICK TO START CHAT](#)



Brian Augustus Beckcom

★★★★★ 6 reviews

Avvo Rating: Superb *i*

Licensed for 20 years

Injured in a car accident? Get Your Free Confidential Case Review Today. Call 877-267-6611

Practice areas & skills: Car Accident, Personal Injury, Maritime, Trucking Accident

[877-267-6611](tel:877-267-6611) [Email](#) [Website](#)



Eric L. Pines

★★★★★ 36 reviews

Avvo Rating: Superb *i*

Licensed for 23 years

A Trusted Attorney in Car Accidents. NO FEES, Contingency Only. Call today to discuss 832-772-5767

Practice areas & skills: Car Accident, Employment

[832-772-5767](tel:832-772-5767) [Email](#) [Website](#)



George Farah

★★★★★ 8 reviews

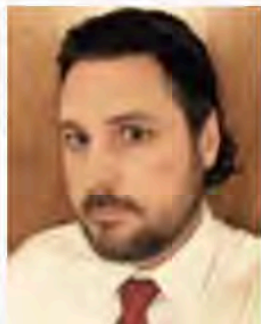
Avvo Rating: Superb *i*

Licensed for 16 years

Aggressive Legal Counsel - Personal Client Care. Over 30 Years Of Combined Personal Injury Experience. 713-348-9658

Practice areas & skills: Car Accident, Wrongful Death, Defective Products, Insurance, Personal Injury

[713-348-9658](tel:713-348-9658) [Email](#) [Website](#)



Brooks Talton Harrison

★★★★★ 16 reviews

Avvo Rating: Excellent *i*

Licensed for 15 years

If you've been injured, call Brooks! I'm here to help and get the compensation you deserve! Call 844-390-0458

Practice areas & skills: Car Accident, Personal Injury, Criminal Defense, Contracts

[844-390-0458](tel:844-390-0458) [Email](#) [Website](#)



Nasischa Anderson-Malone

Injured in an auto accident? Call Anderson Law Group for a free consultation.

- Car accidents
- Personal injury
- Probate matters

[855-956-2119](tel:855-956-2119) [Website](#)

The **Avvo** Rating explained: *i*

Questions to ask before hiring a lawyer in Houston

What percentage of your cases deal with issues like mine?

Find an attorney in Houston that knows how to handle your specific issue. Ask how many years they've been practicing and how familiar they are with the law surrounding your issue, especially in Texas. A lack of experience isn't necessarily a bad thing, especially if they have experienced lawyers around them.

How do you typically work with clients? What's your communication style?

Ask if they prefer to communicate via email, text, phone, or in person, and whether they're willing to use your preferred communication



Houston Injury Attorney

Sponsored · ⚙️



When you retain our team of skilled attorneys and legal professionals, you can rest assured that we will do everything possible to hold the responsible parties accountable for their actions, and that we will “move mountains” to seek the maximum recovery for your case.

We'll seek the **MAXIMUM** recovery for your case.



1-866-742-1032



ATTORNEYGUSS.COM

Still Looking for a Lawyer?

Houston Personal Injury Attorneys

[Learn More](#)

The Opportunity

Social Media Statistics

- Global Average of 2 hours and 23 minutes on social media per day
- 58 minutes per day on Facebook
- 53 minutes per day on Instagram
- 40 minutes on Youtube
- Source: Social Media Today

**What Works Is What
Always Worked**

Your Story Meets Their Story

It's In Your Pocket

Know, Like, And Trust

One Small Idea For Hartford

by Ryan McKeen

4 hour parking limits at meters.

Parking meters are presently capped at 2 hours. Like many people heading to court, I use these meters a lot. If I'm heading in on a short motion, I'll opt to fill the meter (\$2) in lieu of paying \$9 to park for the day. Many people do this.

Clients and lawyers regularly have to leave court to feed meters. Delays are common in court.

My small idea is to bump the meters to 4 hour limits. In exchange for the added convenience, I'd happily pay \$5 for a 4 hour block of time. Under my proposal, the City would net an extra dollar (likely more) and Hartford would be instantly more "business friendly".

Add Value



Ryan McKeen

CT Injury Attorney and Author of Tiger Tactics: Powerful Strategies for Wi...
3mo · Edited ·

How To Start A Law Firm on \$2500 or less in 2019:

1. Sign up for Google Apps for Business (cost: \$6);
2. Use my existing laptop and printer (free);
3. Use my cell phone and buy a VOIP number through RingCentral (cost: \$25.99);
4. Get malpractice insurance (depends on practice area);
5. Buy a Scan Snap Scanner (cost: buy a refurb S1500 for \$199.99);
6. Use Google Drive which comes with Apps for Business for document storage (included);
7. Get an Adobe DC license to work with PDFs (cost: \$14.99);
8. If I had extra money, I would rent a conference room or furnished office to get an address for online. No need to be fancy. (Cost: varies);
9. Build a basic website myself using [Wordpress.com](https://www.wordpress.com) (cost: \$8 a month);
10. Use Moz Local to get listed everywhere - after you get your address, website and phone (cost \$199);



77 · 50 Comments

Like Comment Share

6,561 views of your post in the feed

Understand Your Platform.



Connecticut Trial Firm, LLC

Published by Ryan McKeen [?] · January 2 at 6:06 AM · 🌐

It's World [#Introvert Day!](#)

Our team is comprised of many introverts. The super powers that introverts possess serve our clients well:

Introverts are good [#listeners](#);

🗨️ They think before they speak;

👁️ They are observant;

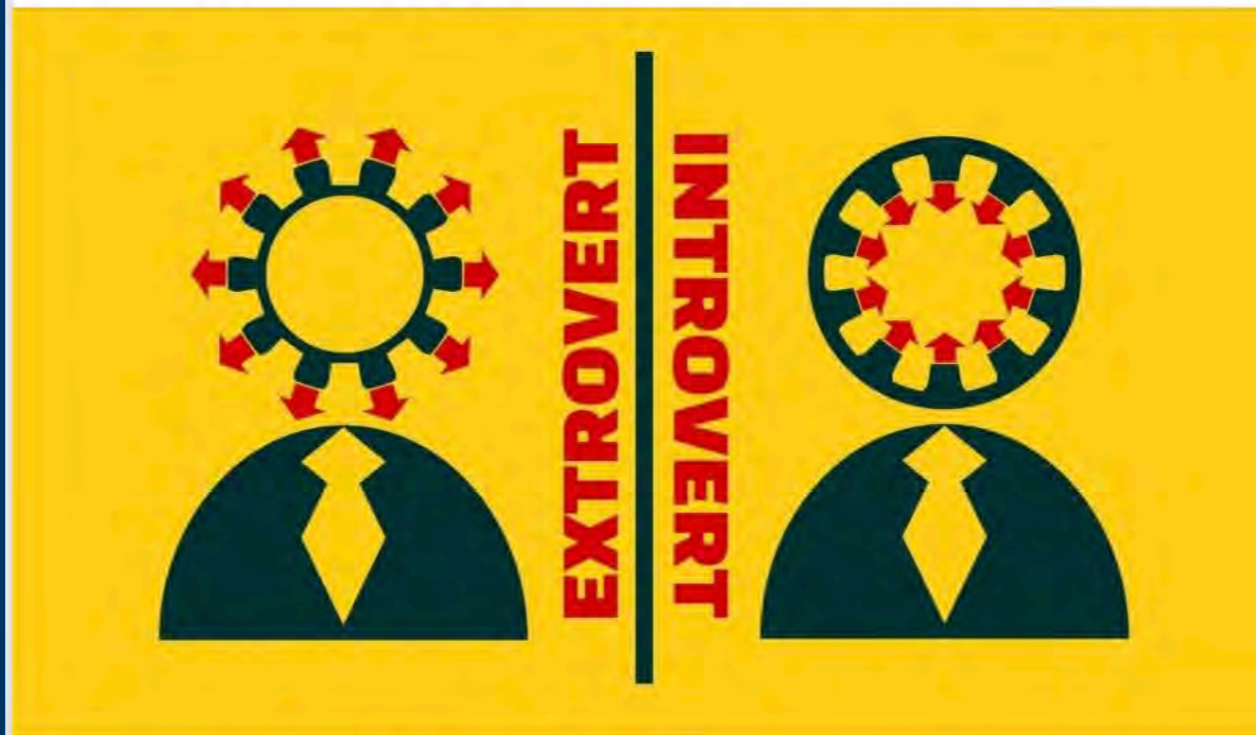
👥 They make good friends;

❤️ They are compassionate; and

✅ Introverts are thoughtful.

We have specifically engineered the way we work to embrace the special talents of introverts. 🏆

We will not be having a party to celebrate [#worldintrovert day](#). 🎉🎉🎉🎉



Connecticut Trial Firm, LLC

Personal Injury Lawyer

Send Message

743
People Reached

90
Engagements

Boost Post

👍❤️ 17



Connecticut Trial Firm, LLC created a poll.

Published by Ryan McKeen [?] · December 14, 2019 at 4:44 PM · 🌐



🎄 Help us settle an office debate.

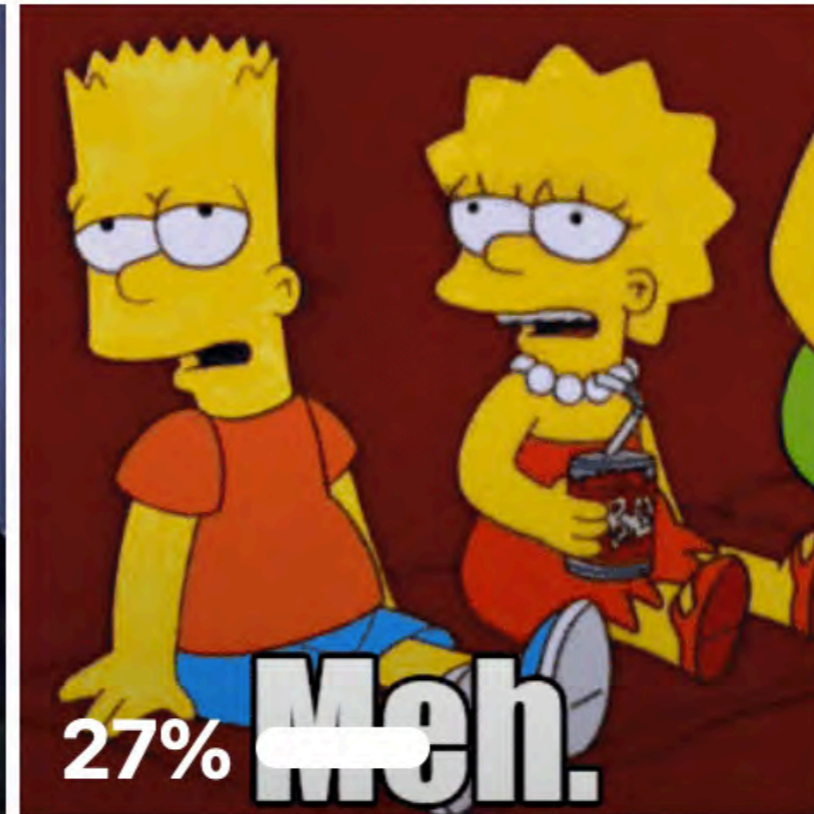
👍 Ryan McKeen thinks National Lampoon's Christmas Vacation Movie is the best Christmas Movie ever made. #teamryan

👎 Andrew Garza gives it a "meh" 6 out of 10. #teamandrew

🗳️ What do you think about Christmas Vacation?



Amazing Movie ✓



Meh

This poll has ended.

100 Votes

1,096
People Reached

255
Engagements

Boost Unavailable

👍 😂 ❤️ 13

54 Comments 1 Share

Use Story Narrative



Ryan McKeen

CT Injury Attorney and Author of Tiger Tactics: Powerful Strategies for Wi...

4mo • Edited • 🔄



It was a pink towel day.

This morning, I rushed out the door to get to the gym. And worked hard for an hour. Then I got out of the shower and realized I left my 🧥 at home.

This left me with two options: 1. Put my sweaty gym shirt back on or 2. Wrap myself in my daughter's bright pink towel (pictured below) and make a run for my car across a busy parking lot.

I chose option 2.

🚗 I drove home wrapped in a hot pink towel.

Building the business has involved a lot of pink towels. When you don't have anything you make do with what you have.

When I didn't have an office, I did have \$8 to meet with clients at Dunkin Donuts. So that's what I did. And it all worked out.

When life deals you a pink towel - rock it!



Ryan McKeen

CT Injury Attorney and Author of Tiger Tactics: Powerful Strategies for Wi...

3d • Edited • 🗨️



When I shared an office space with other attorneys starting their practices - an inbound check was a big deal for any of us.

We didn't have money for fancy lunches.

So what we did is when someone got a check - one of us would play the O'Jays "For the Love of Money".

Playing the song brought joy to our office suite.

Find your "For the Love of Money".

The sillier the better.

This is where memories are made. Hearing that song will always bring me back to that time, place, and the people who shared them with me.

#business #startup #inspiration #memories #smallbusiness #leadership #entrepreneurship

Multi Purpose Your Content

One Piece Of Video Content

- Post video on Facebook and Youtube
- Rip audio and add to podcast and Alexa
- Transcribe content for blog or web content
- Cut part of video for Instagram
- Use some of your transcription to make a tweet
- Take a picture of that tweet and add to LinkedIn



Ryan McKeen

11 mins · 🌐



✅ 5 Point Friday ✅

❤️ 1. The Best Way To Show Your Team They Matter: Fix their small problems. Every team member has some small problem – like they always have issues logging into some app. Find out what it is and fix it. That's how you show you care.

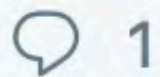
🌟 2. Creating Culture Around Celebration: When your team has a win tie it to playing a song. Magic will happen.

🎬 3. Thing I'm Watching: Masterclass. I'm loving these. And what's not to love? David Sedaris teaching you writing and Chris Voss teaching you negotiation – and so much more. Double points for there being an Apple TV app. Check it out. Link in the comments. When you sign up you get access to all of the classes.

🧠 4. Hack I Learned This Week: Exporting audio from video in iMovie is really easy. Simply click the share button – select file – and pull down audio only. Your videos can be turned into podcasts with the click of a button.

💭 5. Thing I'm Thinking About: – What I want my life to be apart from running my firm. It's important to remember that it's all one thing – personal and professional goals.

BY RYAN MCKEEN



Ryan McKeen @ryanmckeen · 3m



🌟 2. Creating Culture Around Celebration: When your team has a win tie it to playing a song. Magic will happen.



Show Up And Listen

**Audience Size Does Not
Matter. Narrowcasting
wins.**

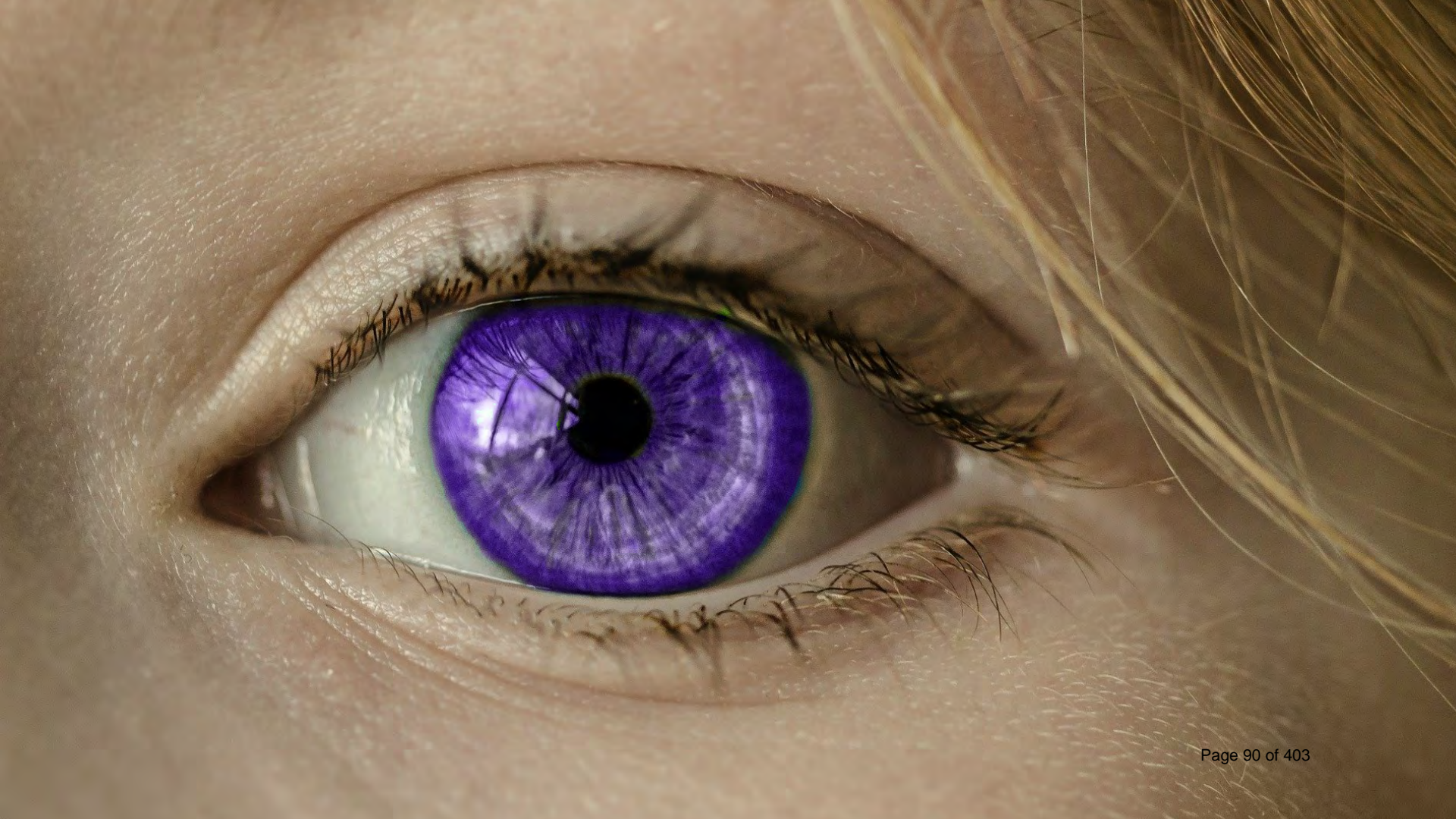
Tools

- Canva
- Anchor.Fm
- Native video editing apps on your phone or computer
- Amazon Direct Publishing
- Fiverr

Color Theory & Landing Pages

Brendan Ruane - CEO
LIGHTSWITCH

Page 89 of 403





People form **FIRST IMPRESSIONS** about other people in **17-50 milliseconds**

That's 0.1 or 1/10th of a second!

Attractiveness, trustworthiness, competence, aggressiveness etc.

People form **FIRST**
IMPRESSIONS about
Web Pages in
17-50 milliseconds

That's 1/20th of a second!

2-6X FASTER

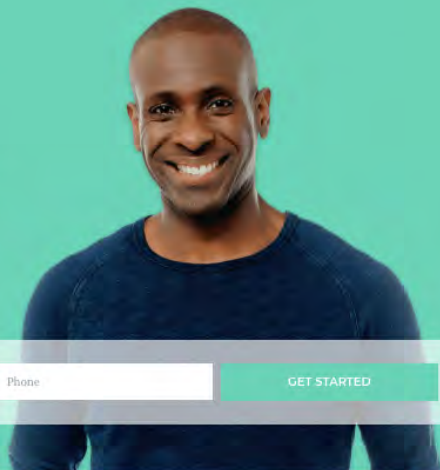


Landing Pages



Life coach Tom - Find & live your purpose without fear

I specialize in helping people figure out what it is that makes them happy and fulfilled in life, while maintaining steady and predictable success goals



GET STARTED

The A-Z guide to self fulfillment



Better communication

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



One on one sessions

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Awakened listening

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exploratory sessions

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Landing Page 101

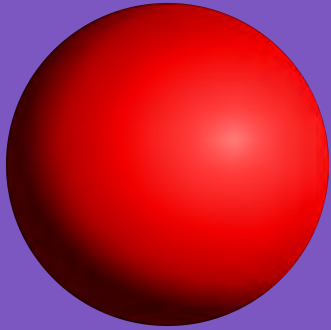
- Logo Top Left
- UVP in Hero Section
- Call to Action
- Benefits List
- Social Proof
- Minimal Menu

**“What the eye SEES and
the ear HEARS, ...the mind
BELIEVES”**

-Harry Houdini

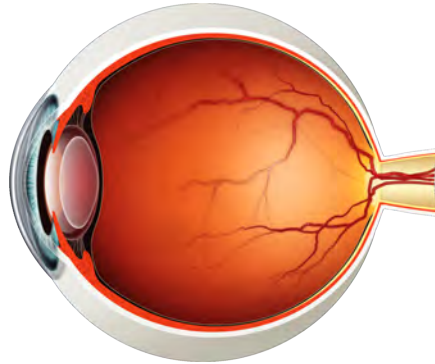
COLOR PERCEPTION

Physical



EXISTENCE

Physiological



DETECTION



Psychological



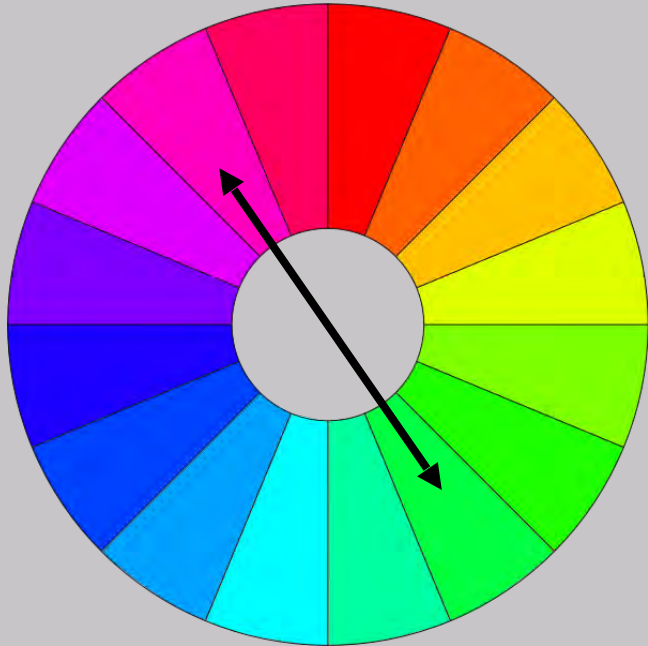
MEANING

What did you see?

**Dominant Color
Eye Exhaustion**



**Complementary
Color Halo Effect**



**Magenta and Lime are
complementary
(opposite) colors.**

**The human eye jumps
3x a second to capture
visual information**

The eye wants to find
that complementary
color

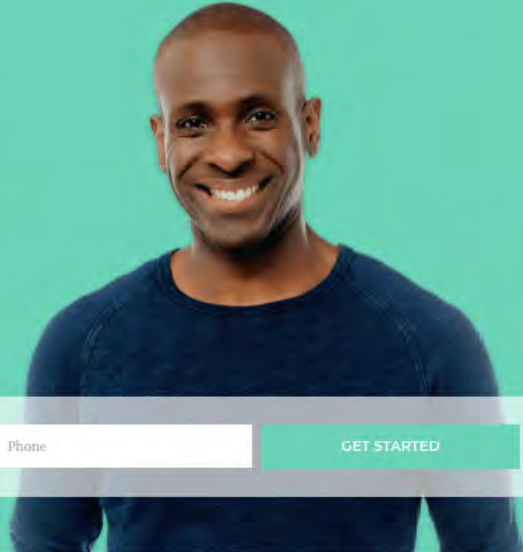
The eye **needs** to find
that complementary
color

**So how can we
use this to our
advantage?**

CTAs

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Name Email Phone [GET STARTED](#)

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One on one sessions
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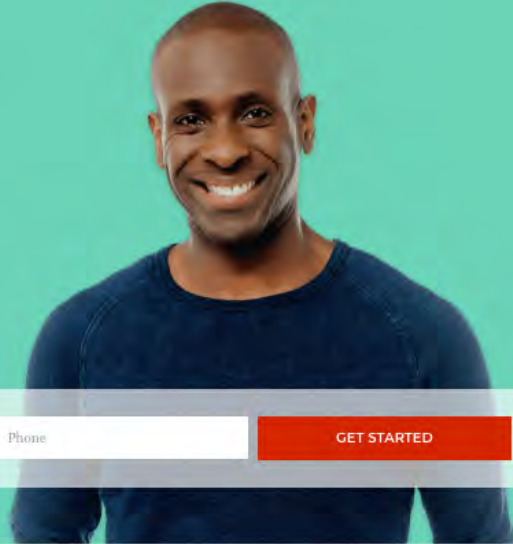
Awakened listening
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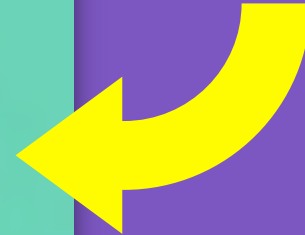
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Where is your eye drawn?



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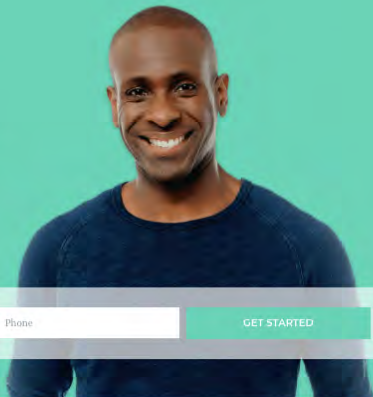


exploratory sessions

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One on one sessions
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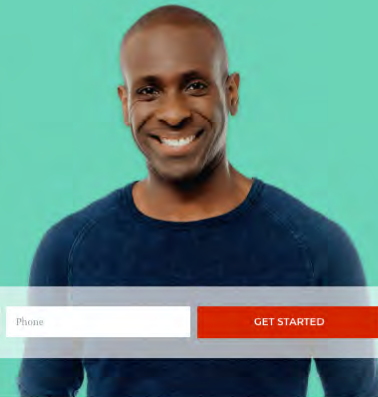
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exploratory sessions
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Awakened listening
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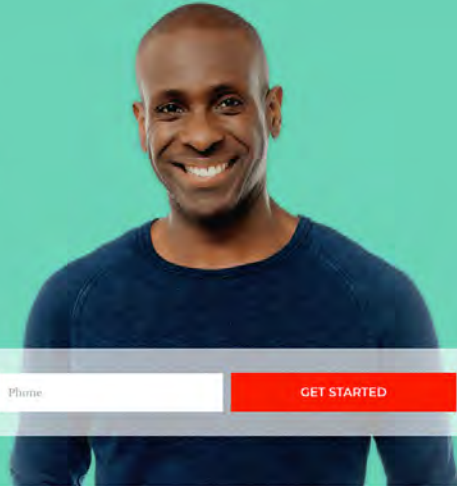


exploratory sessions
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consectetur adipiscing elit.

Use the complementary color sparingly for your CTA

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<input type="text" value="Name"/>	<input type="text" value="Email"/>	<input type="text" value="Phone"/>	GET STARTED
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The A-Z guide to self fulfillment



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One on one sessions
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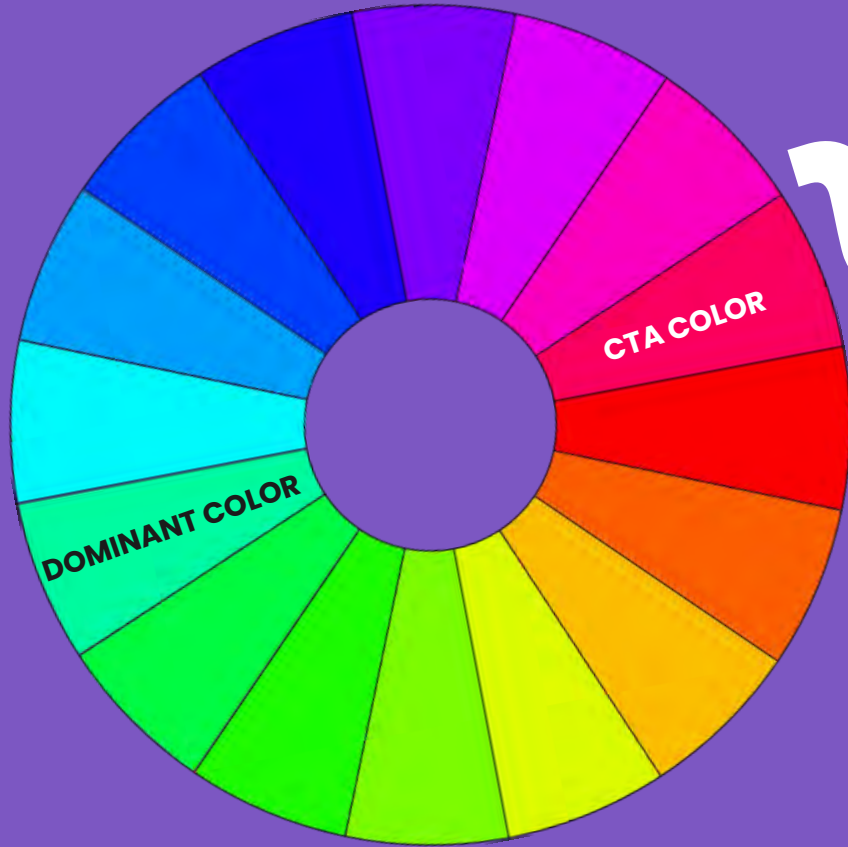
Awakened listening
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exploratory sessions
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Too much use of the complementary color will dilute its effectiveness.

RGB Color Wheel



**Reserve the slices
to the right and
left of your CTA
color**

One Last Tip

**Do Not Become
Beholden to Your
Logo Colors!**

Key Take Aways

- **You need a Landing Page**
- **Use Benefits in Your UVP**
- **Have one CTA**
- **Find your sites complementary color**
- **Use it for your CTAs**
- **Exclude it from everywhere else**
- **Logos top left**
- **Remove Menus from Landing Pages**

Brendan Ruane
Lightswitch Advisors
brendan@lightswitchadvisors.com

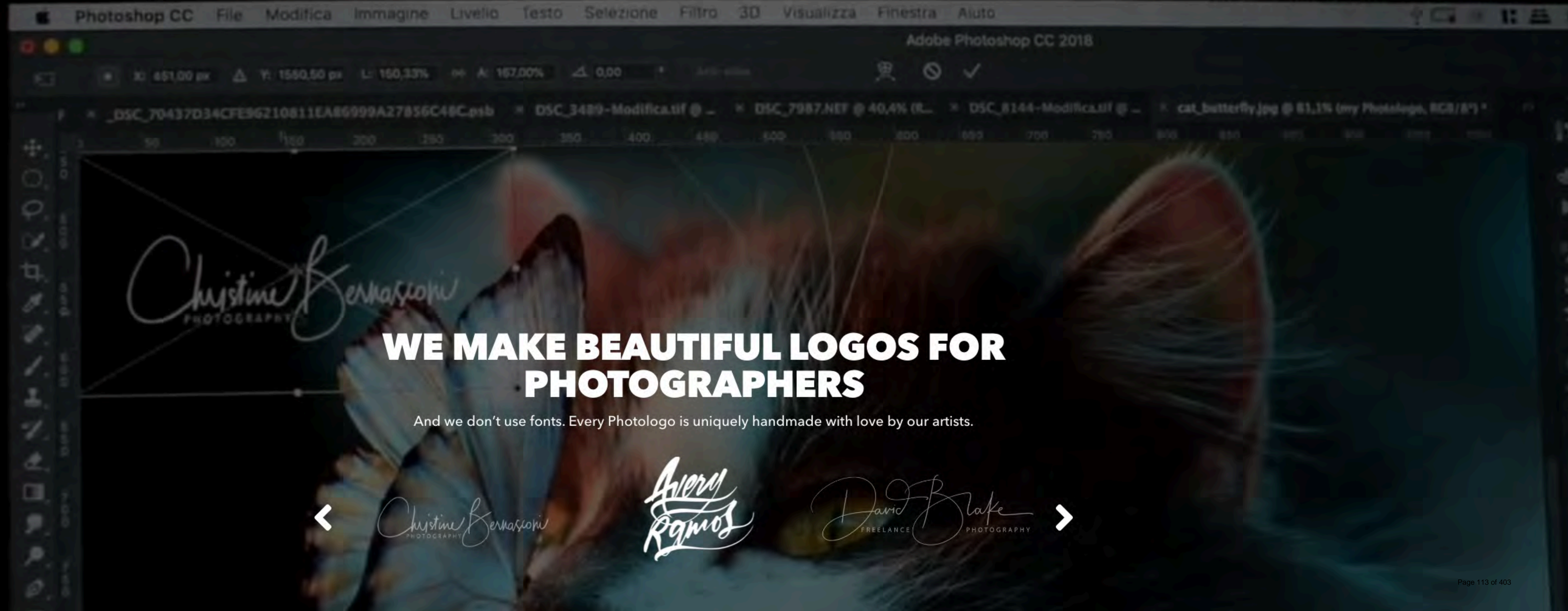
15 *Free or Cheap!* Creative Marketing Resources



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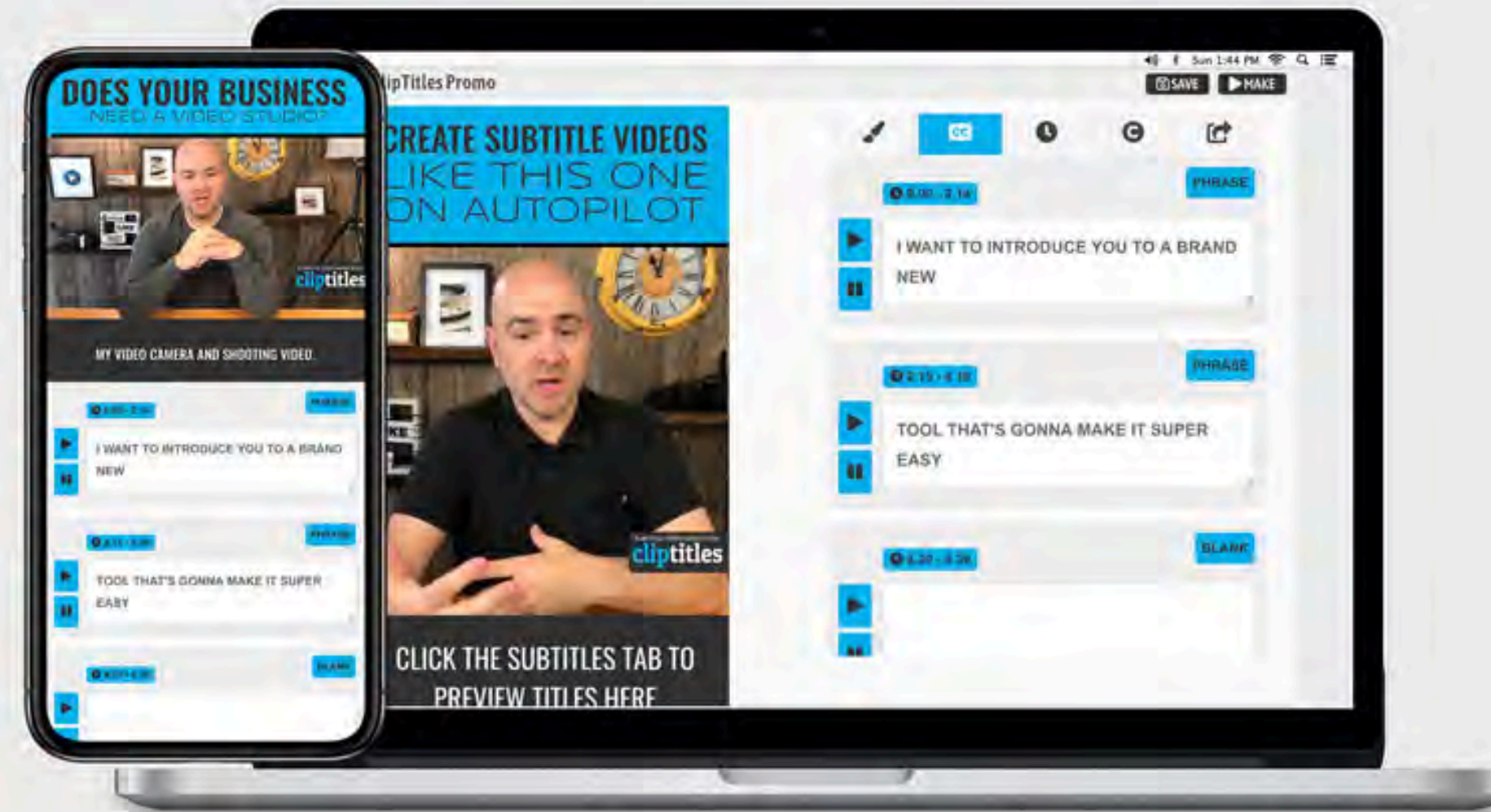
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Custom magnets

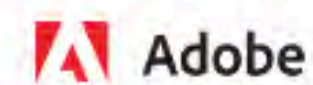


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You can add multiple images to create a GIF slideshow



Choose Video

Trim your video into a GIF then add captions or stickers

Add Any URL

We support YouTube, Vimeo, and GIPHY links!

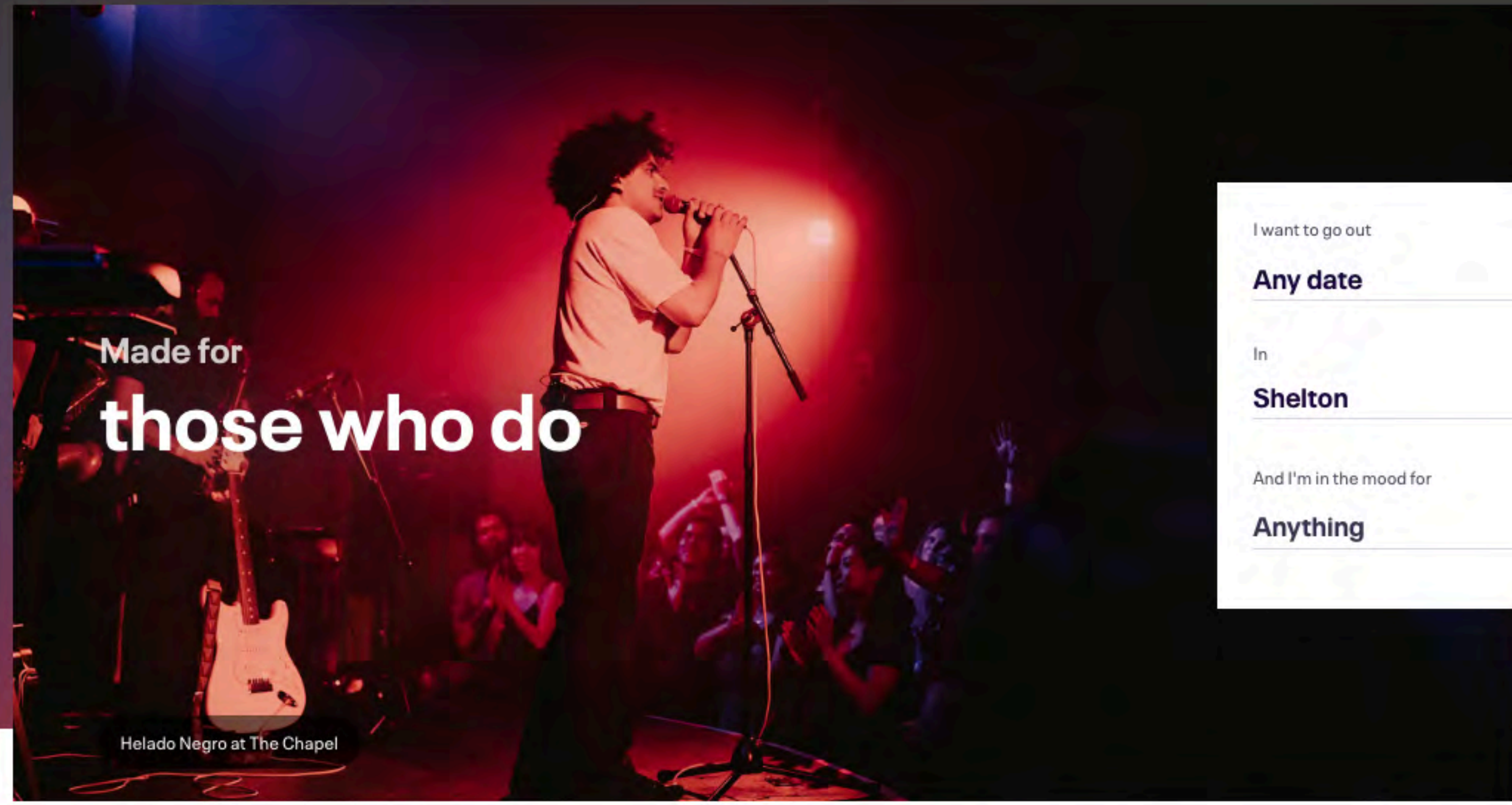
Enter any media or GIF URL  

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eventbrite

Search events

Cre



Made for
those who do

Helado Negro at The Chapel

I want to go out

Any date ▼

In

Shelton

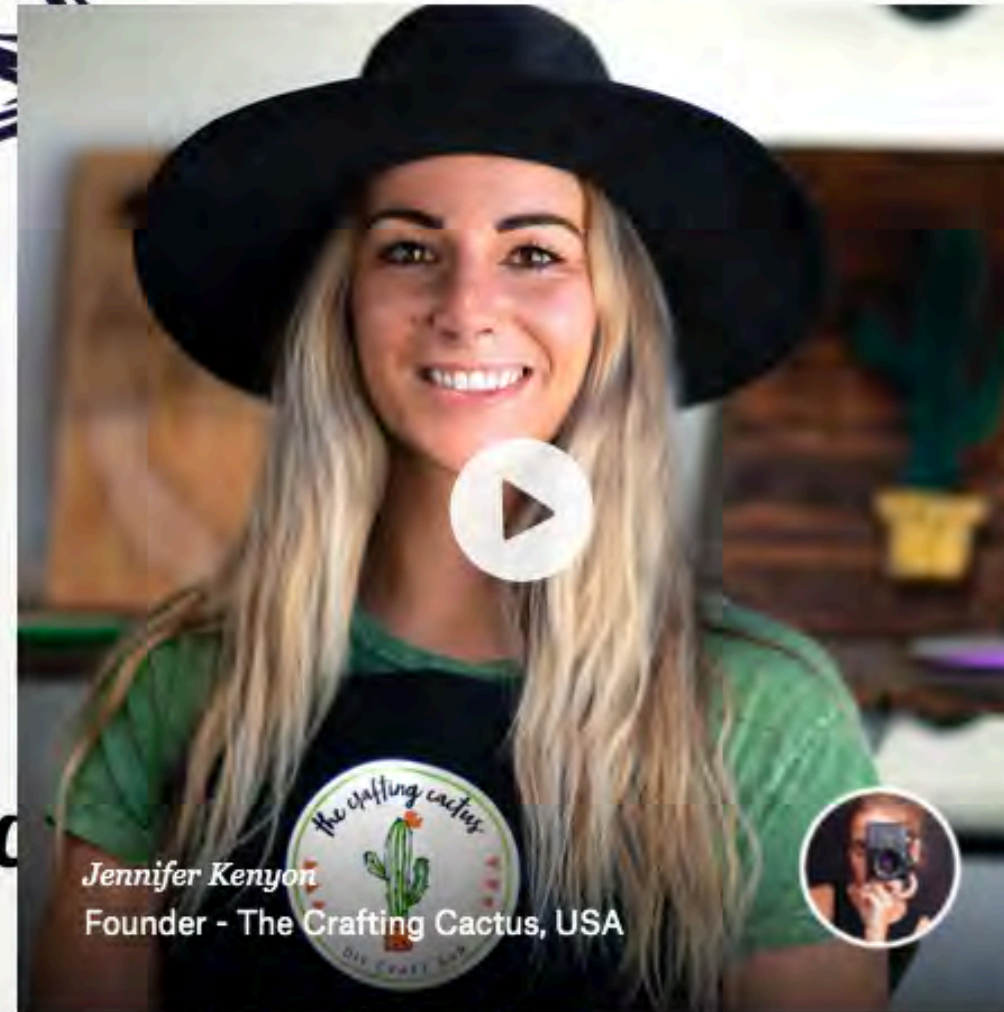
And I'm in the mood for

Anything ▼

→

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Jennifer Kenyon
Founder - The Crafting Cactus, USA

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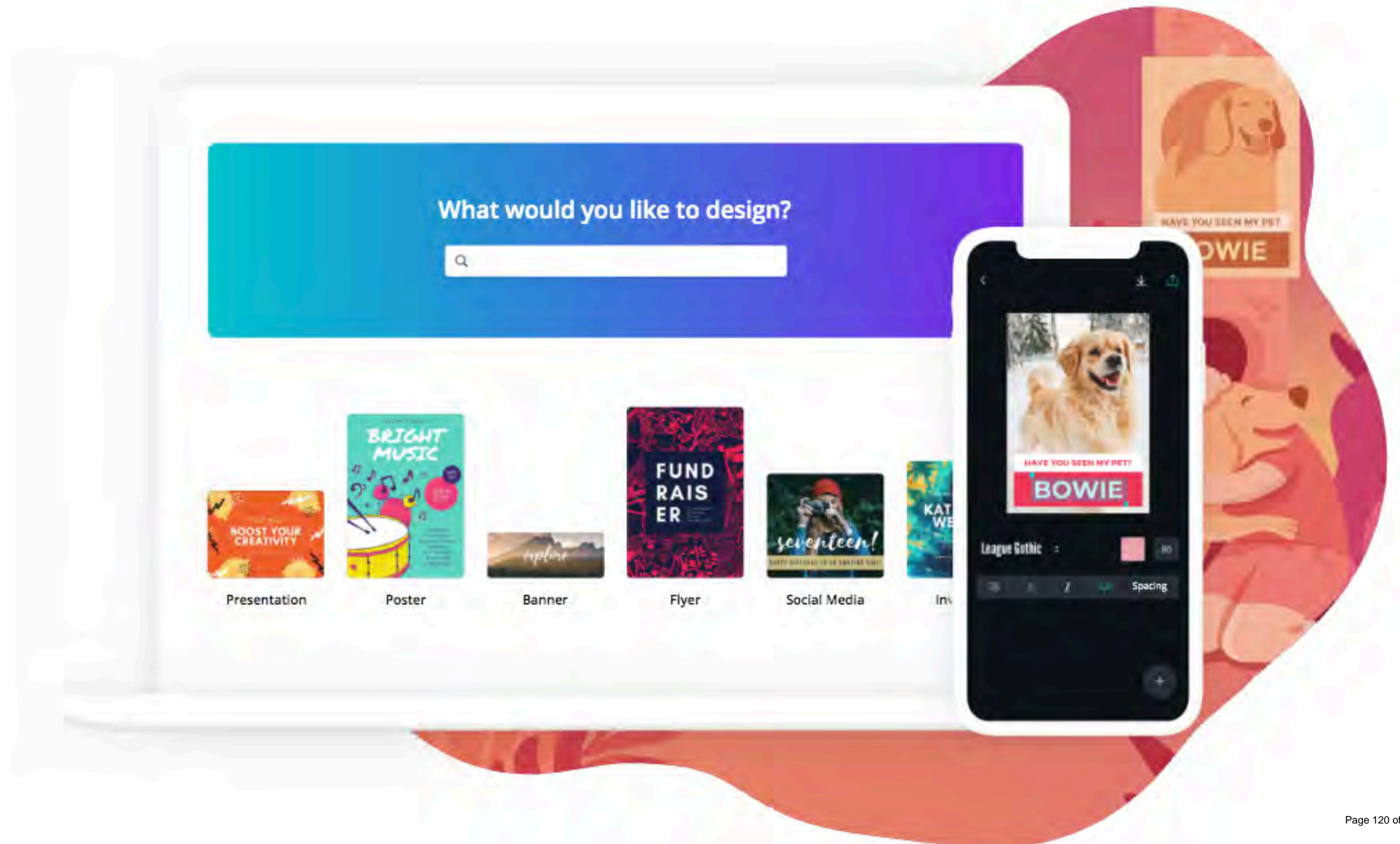
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Sign up with email

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Facebook Frames



Create art people can use
in their photos and videos

Frames are a creative way for people to
have fun or show their support. Now you
can create frames for people to use in the
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HARO

HARO provides journalists with a robust database of sources for upcoming stories and daily opportunities for sources to secure valuable media coverage.

Media Outlets Using HARO






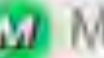





Alexa Skill



Medium

Medium

Get smarter about what matters to you.

- # Future  OneZero
- # Technology  Elemental
- # Health
- # Science  GEN
- # Business  Marker
- # Work
- # Culture  ZORA
-  Tenderly
- # Food  Heated
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- # Design
- # LGBTQIA
- # Neuroscience  Modus
- # Politics
- # Relationships  Human Parts
- # Self
- # Startups
- # Cryptocurrency
- # Psychology
- # Data Science
- # Productivity
- # Artificial Intelligence
- # Election 2020



Thank You!

aijah@getfirmflex.com

fb.me/getfirmflex

LAW FIRM PPC

Lessons Learned After Spending \$9.16M Across
21 Practice Areas





WHAT WE'RE GOING TO COVER

- 1 The “Customization Curve” Problem
- 2 Finding (The Right) Traffic
- 3 Converting Traffic Into Clients
- 4 Multi-Channel Multipliers
- 5 Where is Google Going?

2008.

You never know how good your business is until a recession hits.

Where Are You Now?

Experienced

Amateur

Beginner

PAY PER CLICK

How a Google Ad Got Me Here



PAY PER CLICK

What Is Pay Per Click?

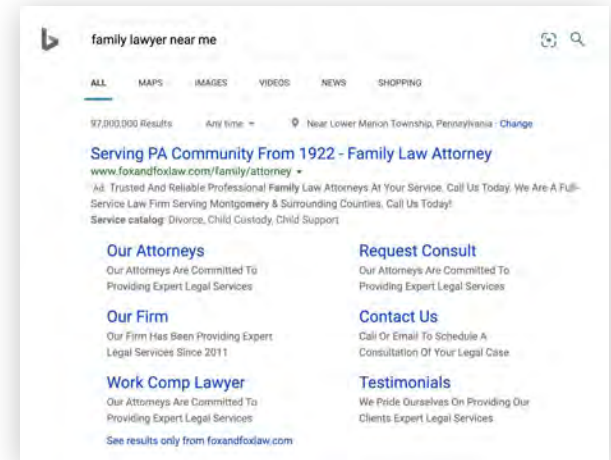
People search & ads pop up

They click, you pay

PPC vs. SEM

Landing page produces a “Lead”

Re-targeting & follow-up begins



PAY PER CLICK

Advantages of PPC Advertising



Faster results



Cater to mobile traffic



Converts into calls



Exclude junk cases



Higher quality leads than aggregators



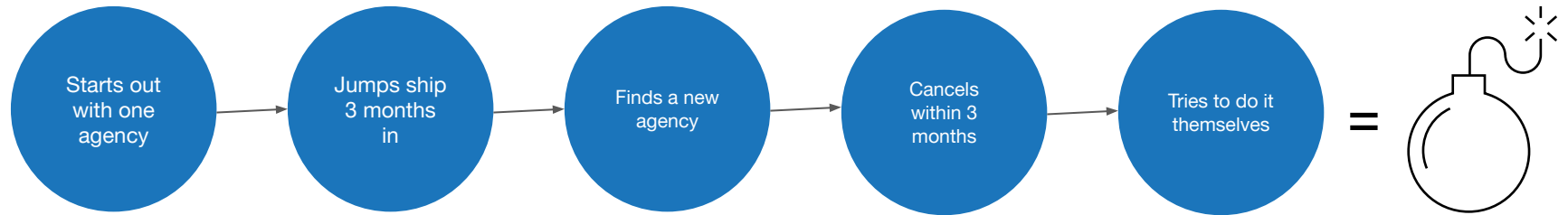
No referral fees



Target by demographics

PAY PER CLICK

Agency Jumping Syndrome



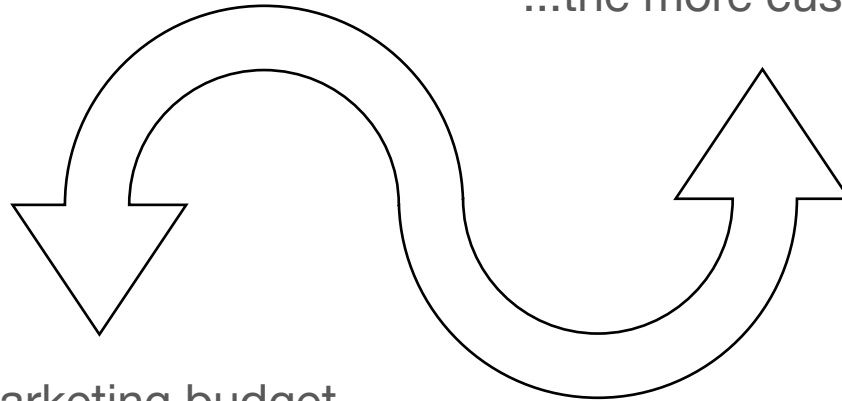
1

The “Customization Curve” Problem

CUSTOMIZATION CURVE

Customization Is Expensive

...the more customization you need



The lower your marketing budget...

Avoid The “Spray & Pray” Method



Wasting Money Causes Skepticism... Skepticism is Killing You.

Accumulating unrealistic expectations.

Looking for the bad before it starts.

2

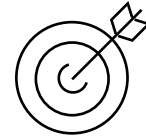
Finding (The Right) Traffic

FINDING THE RIGHT TRAFFIC

What Do You Want From Your PPC?



Set your goal



Define your target



The goal is **NOT** to save money on PPC.



The #1 goal is to **eliminate waste**

FINDING THE RIGHT TRAFFIC

Steps To Getting The Right Traffic

1

Choose Keywords

2

Add Negatives

3

Insert Match Types

4

Refine with Audience Targeting

FINDING THE RIGHT TRAFFIC

Ad Groups and Campaign Structures



Build simple campaigns



Check the details



Add creativity

FINDING THE RIGHT TRAFFIC

Copywriting

Call- Out Extension

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Ad Extension

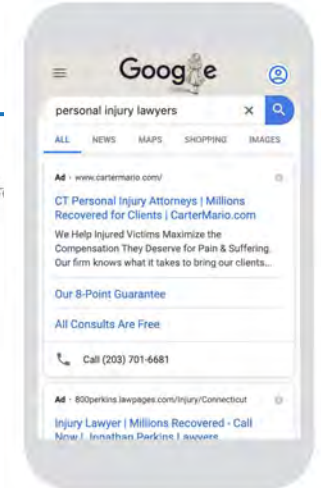
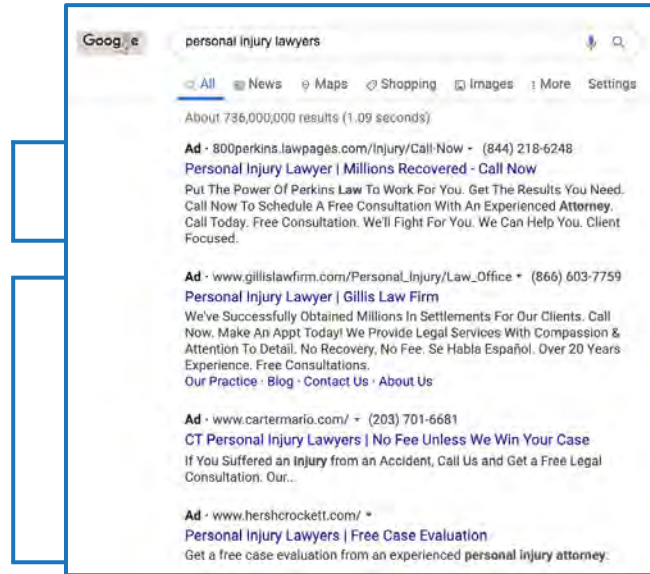
FINDING THE RIGHT TRAFFIC

Bidding

- Position #1 isn't always best
- Automated vs. Manual Bidding
- Time of day? 3-hour blocks.
- Stop searching for yourself

Absolute Top

Top of Page



3

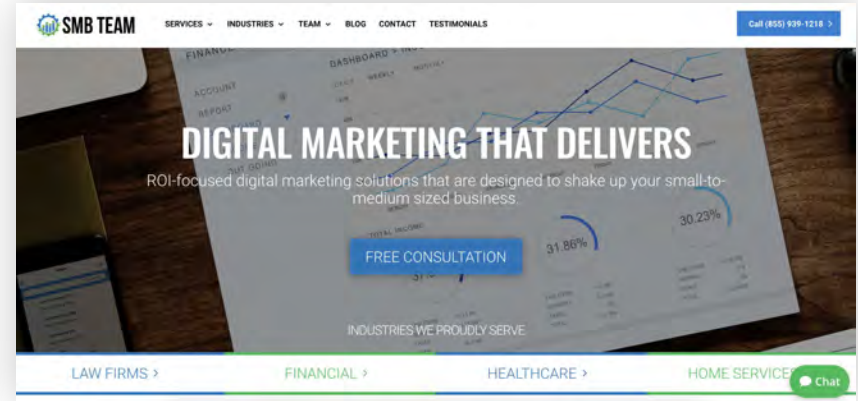
Converting Traffic Into Clients

CONVERTING TRAFFIC

Landing Pages vs. Main Website



Landing pages are fast loading, mobile first and include a form submission and phone call button above the fold.



Websites often contain too much distracting information for online leads from PPC.

LESSON TWO

Having A Well-Oiled Phone Intake System Is Important

Getting leads and potential clients calling into your office isn't the only hurdle.

Being able to convert leads into signed and retained clients is just as important as generating leads.





7 out of 10 callers will hang up if they reach voicemail and move on to the next option.

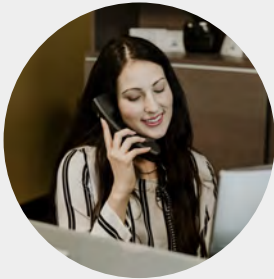
Source: US Answer

LESSON TWO

Potential Solutions for Phone Intake

1

Hire a Receptionist



2

Train a Paralegal



3

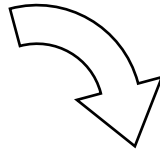
**Hire an
Answering Service**



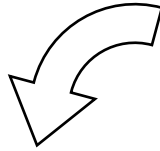
LESSON TWO

But Follow-Up Is Just As Important

Your leads aren't just going to follow up with you...



...or magically turn into sign ups without any effort



Make sure that you have a solid follow-up system

CONVERTING TRAFFIC

Going Beyond the Click

Scaling

Bing

Expanding Keywords

Running 24/7

Geo-Target Expansion

Split-Testing

Not Until \$10K+ Budget

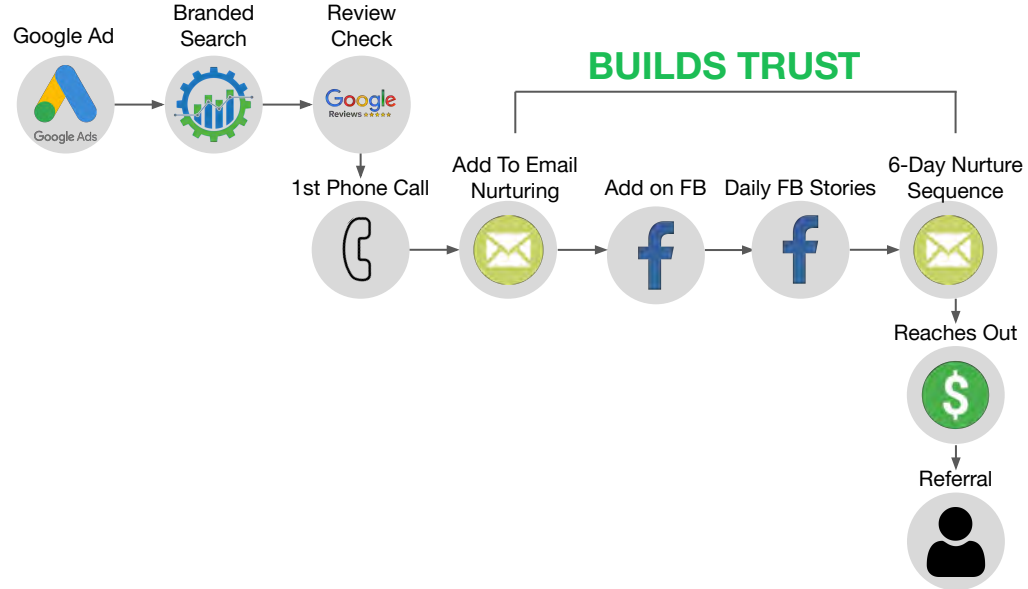
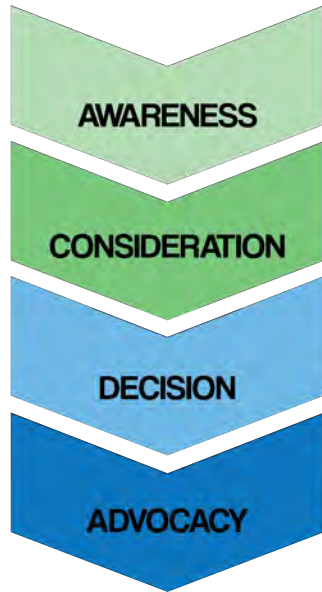
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Multi-Channel Multipliers

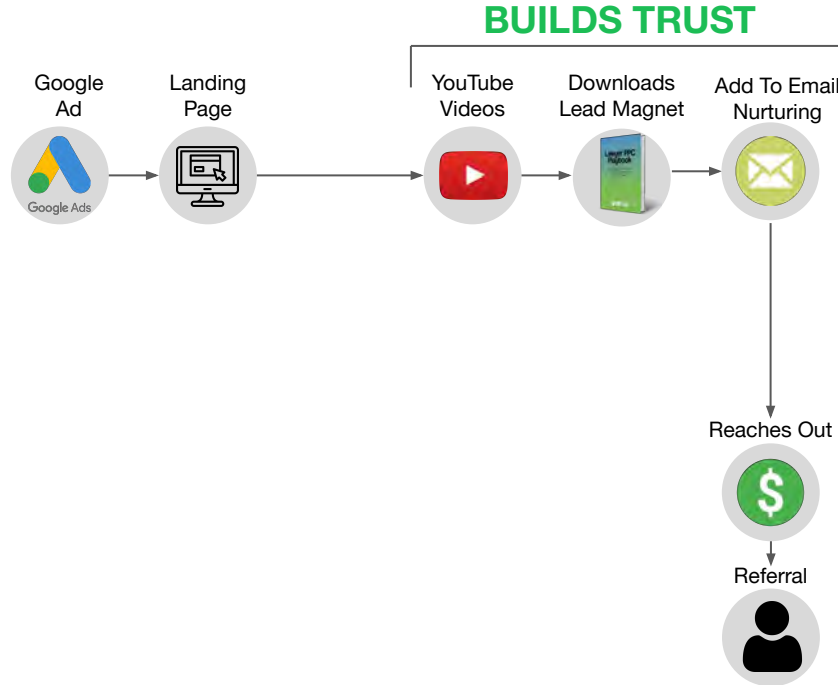
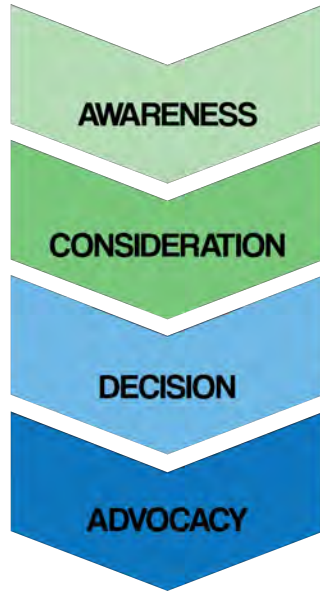
Your Competitors Aren't Taking Advantage Of A **Multi-Channel Marketing** Approach.

Here's How We Deploy A **Multi-Channel Marketing** Approach.

Funnel #1: Trust Building Through Nurturing



Funnel #2: Thought Leadership... The Easy Sale



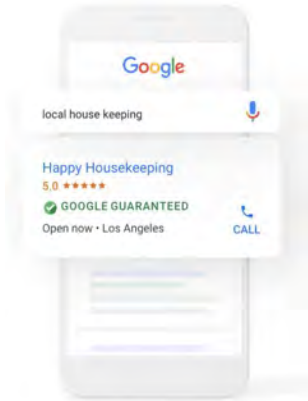
5

Where is Google Going (2020 & Beyond)

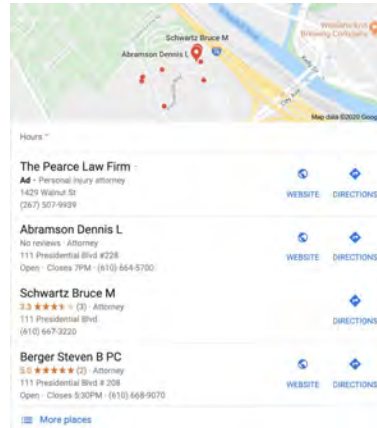
GOOGLE IN 2020

Advanced Tactics

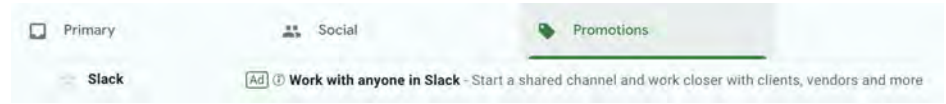
Local Service Ads



Google Maps Ads



Customer Match & Gmail Ads



Monetizing
SEO

Mobile

Privacy
Laws Are
Changing
Everything

A person is shown from the waist down, wearing white athletic pants and a white and black soccer cleat. They are in the process of tying the laces of the cleat. In the foreground, a white and black soccer ball is resting on the grass. The background is a blurred outdoor field. The entire image is overlaid with a semi-transparent blue filter.

Stay On Offense.



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BONUS
LESSON ONE

Cost Per Lead Matters... But It's Not The Holy Grail

BONUS
LESSON TWO

Numbers DO Lie.

BONUS
LESSON THREE

Track Everything + Preserve Your Data

BONUS
LESSON FOUR

The Power of Long-Tail Keywords

BONUS
LESSON FIVE

Don't Make Snap Decisions (Patience)



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BENEFITS OF AUTOMATION

- Lower costs.
- Improved client satisfaction.
- Increased productivity.
- Streamlined management.
- Motivated employees.
- Increased profits.

CASH FLOW

WAYS TO INCREASE CASH FLOW

- Increase fees.
- Increase case volume.
- Reduce expenses/overhead.
- Shorten sales cycle.
- Shorten your average case duration.
- Shorten billing cycle.
- Shorten payment cycle.

Vision

How to Automate...

- 1. DEFINE YOUR GOAL.**
- 2. LIST.**
- 3. EADO.**
- 4. SEGMENT.**
- 5. BLOCK.**
- 6. MAP YOUR CLIENT JOURNEY.**
- 7. IMPLEMENT THE PROCESS.**
- 8. MONITOR RESULTS.**

Step One: Define Your Goal

Step Two: List

List your tasks.

Be specific.

Step Three: EADO

ELIMINATE

EADO

Trim the fat.

EADO

AUTOMATE

(We'll get to this
shortly)

EADO

DELEGATE

EADO

**Get everything off
your plate that you
shouldn't be doing.**

EADO

OUTSOURCE

EADO

It's more efficient.

EADO

**It saves you
money.**

EADO

**Plus, no office
space, computer,
phone, etc.**

EADO

Step Four: Segment

**Think about if
from two
perspectives...**

Your firm and...

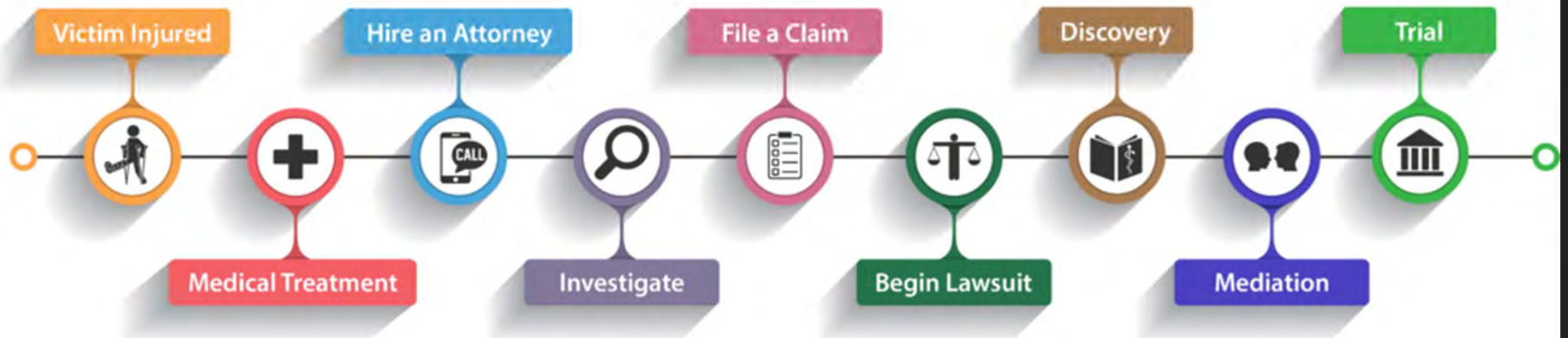
Your client!

Not 30,000 Feet...



**More like 10,000
Feet...**

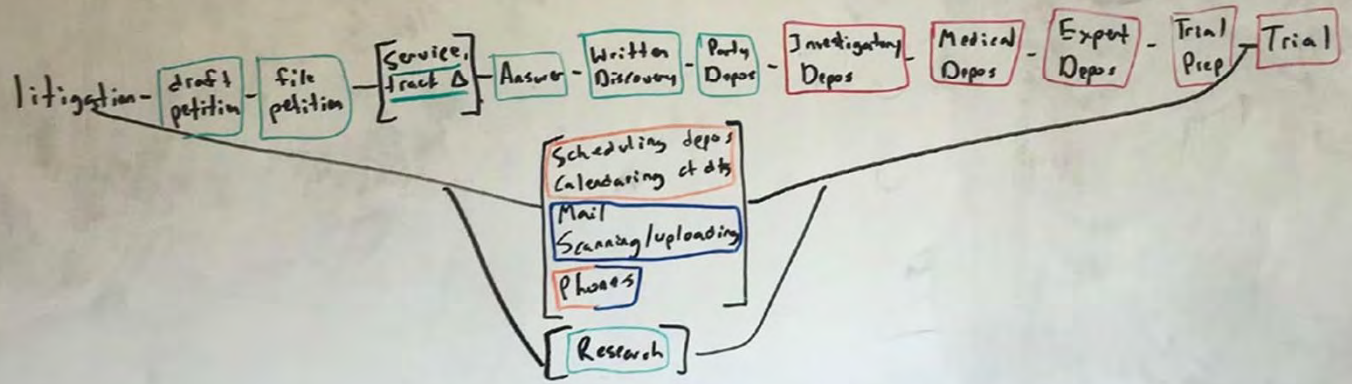
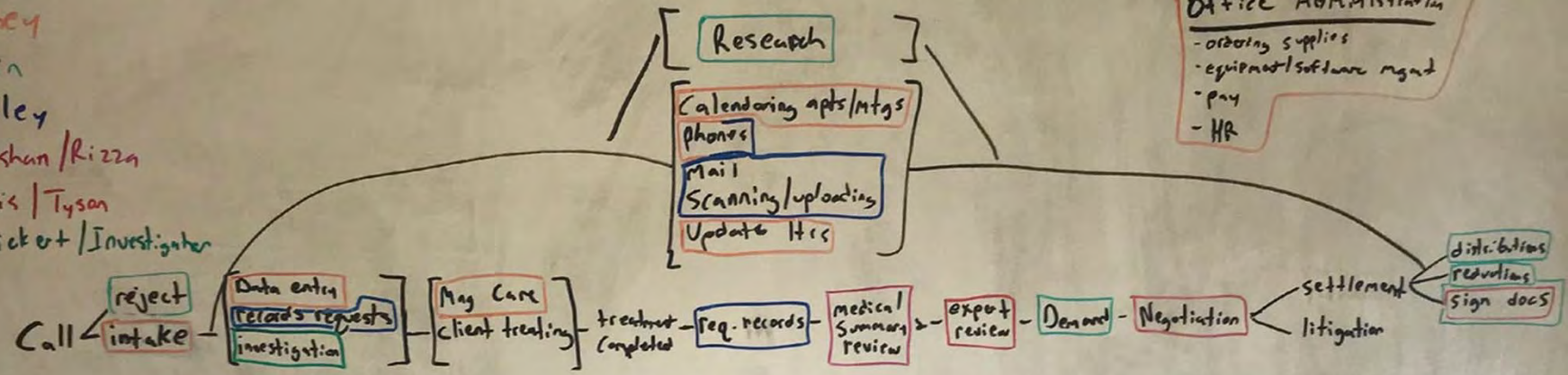
Timeline of a Personal Injury Case



www.DolmanLaw.com

Jill
 Kelsey
 Erin
 Ashley
 Gulshan/Rizza
 Chris/Tyson
 Glick et/Investigator

Office Administration
 - ordering supplies
 - equipment/software mgmt
 - pay
 - HR



Research

Calendarig apts/mtgs
 Phones
 Mail
 Scanning/uploading
 Update Hrs

Scheduling depos
 Calendarig ct dts
 Mail
 Scanning/uploading
 Phones

Research

Step Five: Block

**Break Your
Segments into as
Many Blocks as
Necessary**

INTAKE SEGMENT

INITIAL PHONE CALL BLOCK

DATA ENTRY/SCANNING BLOCK

INITIAL INVESTIGATION BLOCK

MEETING/REJECTION BLOCK

REFERRAL PARTNER BLOCK

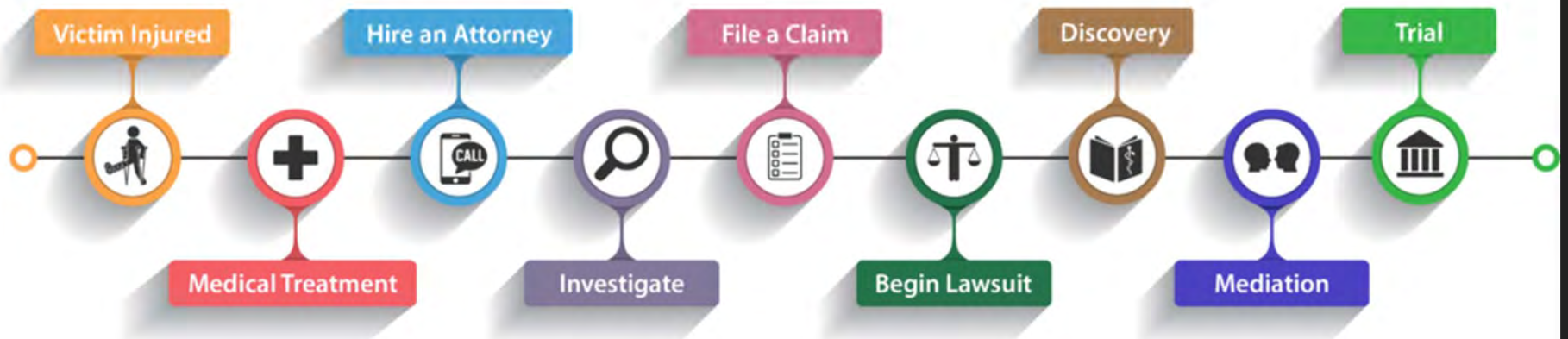
INITIAL RECORD REQUESTS

Step Six: Map Your Client Journey

**You need to figure
out when these
tasks need to
happen.**

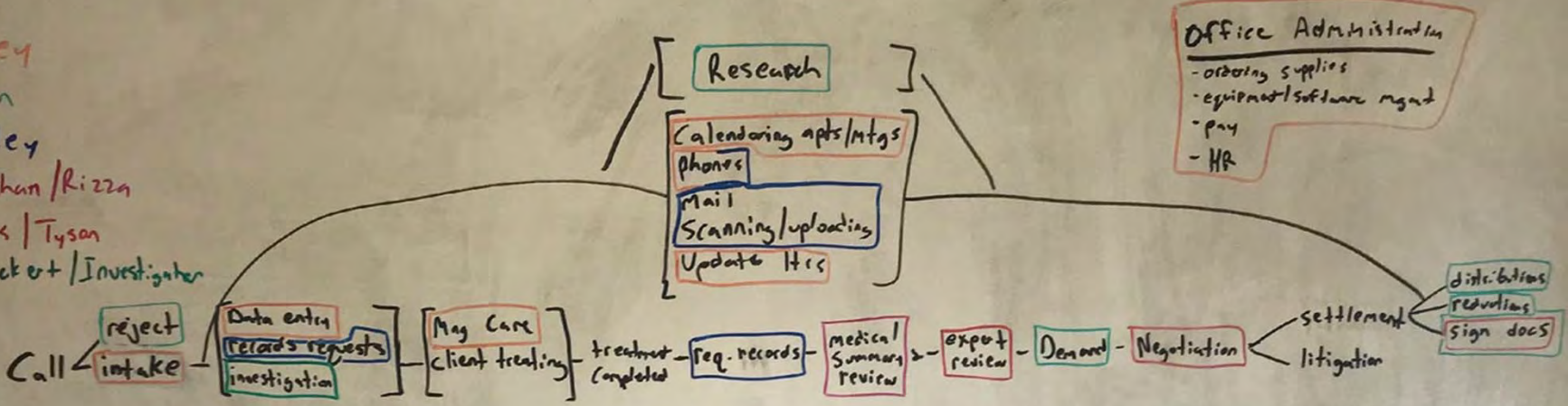
**Put your tasks on
a spectrum or a
grid.**

Timeline of a Personal Injury Case



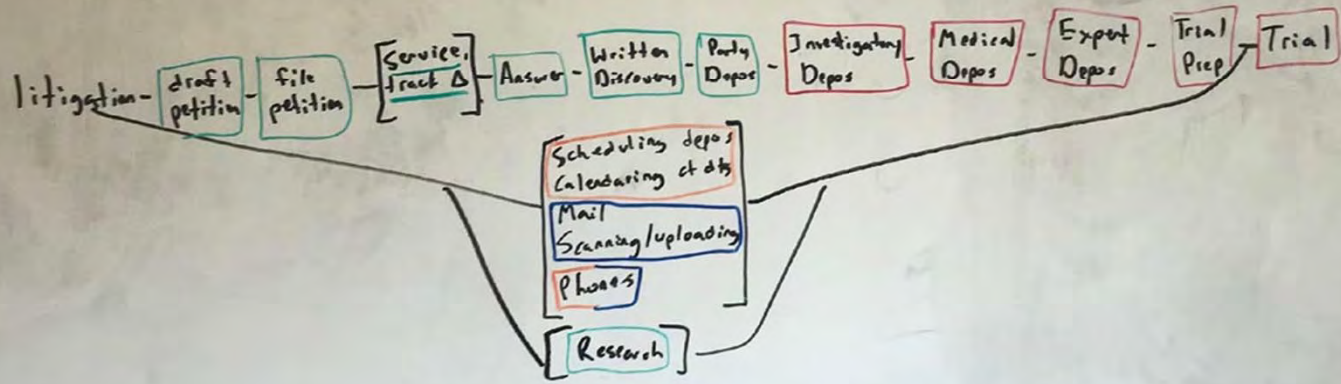
www.DolmanLaw.com

Jill
 Kelsey
 Erin
 Ashley
 Gulshan/Rizza
 Chris/Tyson
 Glick et/Investigator



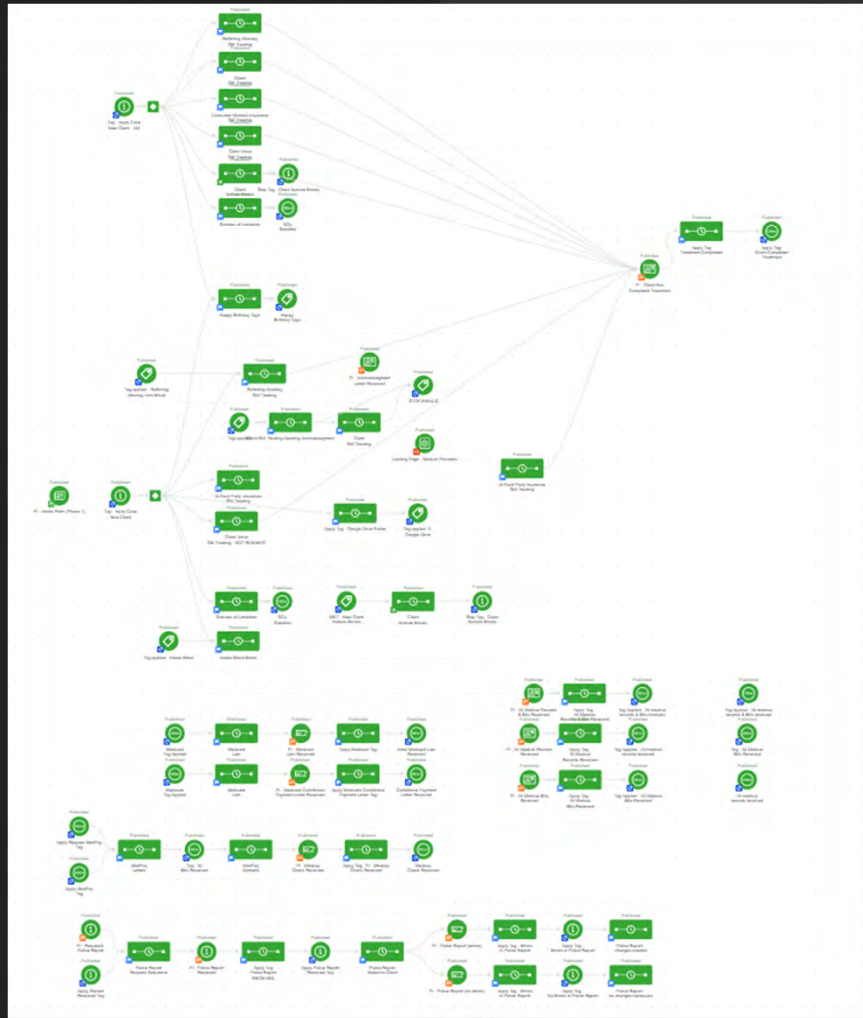
Office Administration
 - ordering supplies
 - equipment/software mgmt
 - pay
 - HR

Research
 Calendaring appts/mtgs
 Phones
 Mail
 Scanning/uploading
 Update Hrs




Scheduling depositions
 Calendaring ct dts
 Mail
 Scanning/uploading
 Phones
 Research

Step Seven: Implement the Process



Doc Gen

 **ST. Louis Office**
225 S. Meramec Ave., Suite 821T
Clayton, MO 63105
314 270 2273
314 884 4333

Columbia Office
2600 Forum Blvd., Suite B1
Columbia, MO 65203
573 722 2121
573 299 5452

{{TODAY_LONG}}

Sent Via: {{clientEmail}}
{{fullname}}
{{clientAddress1Line1}}
{{clientAddress1City}} {{clientAddress1State}} {{clientAddress1Zip}}

Re: Injuries that occurred on {{incidentDate}}

Dear {{firstname}}:

Thank you for the opportunity to represent you for your injury claim. We take pride in client satisfaction, so if you ever have a question or concern, please feel free to call me directly. Our office will investigate your case, obtain statements, and gather photographs and information that is available as to how the incident occurred and who is responsible.

You should not discuss the details of your injuries or what happened with anyone. If anyone contacts you, advise them that you are represented by our law firm and give them our contact information. It is imperative that you not make a statement to the insurance company.

Clients usually want to help with their case and we are happy to have your help. The following is a list of important things you can do to help prepare your case.



When this happens ...

1. New Event in Filevine



Do this ...

2. Only continue if...



Do this ...

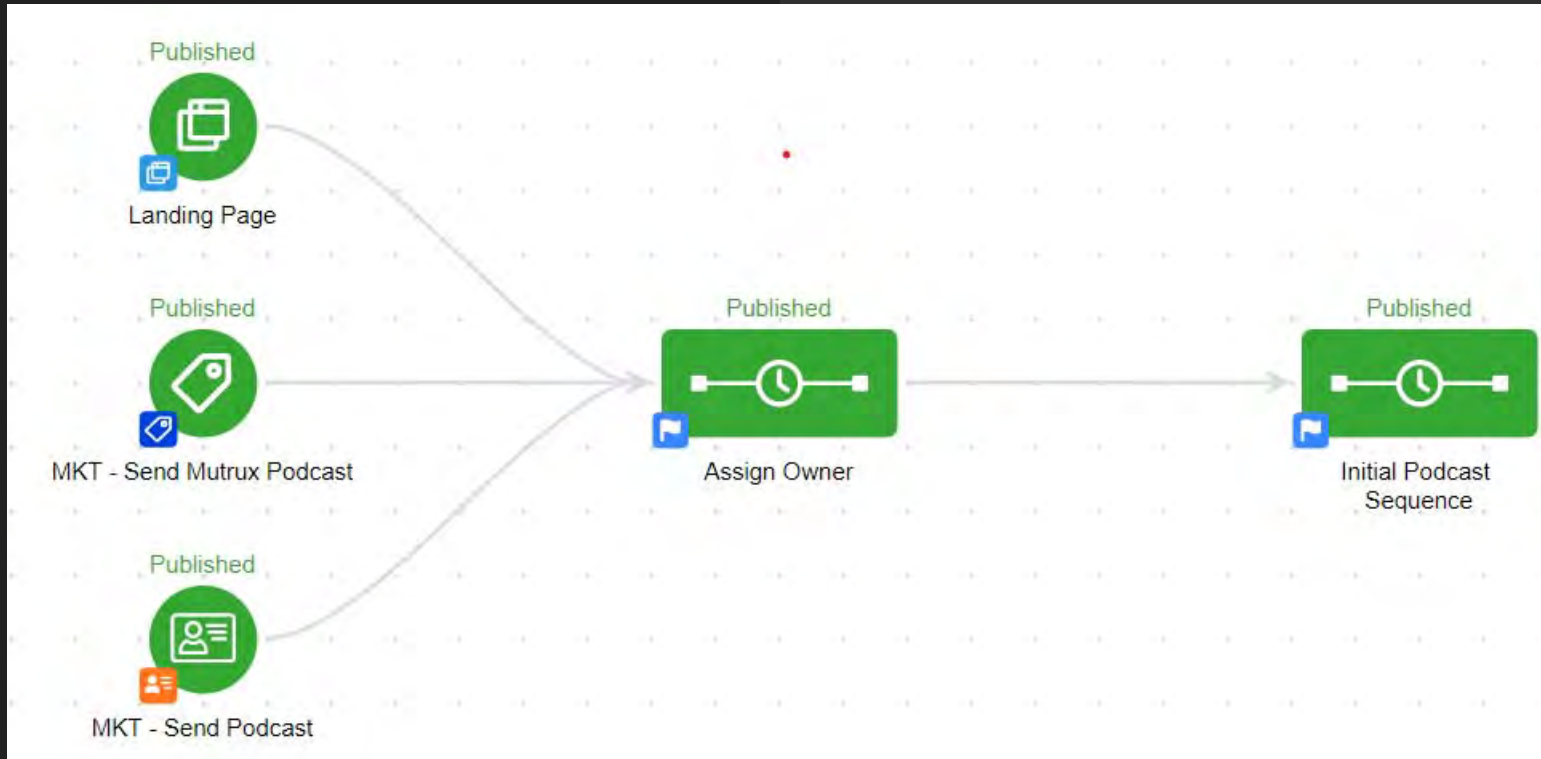
3. Find Collection Item in Filevine



Do this ...

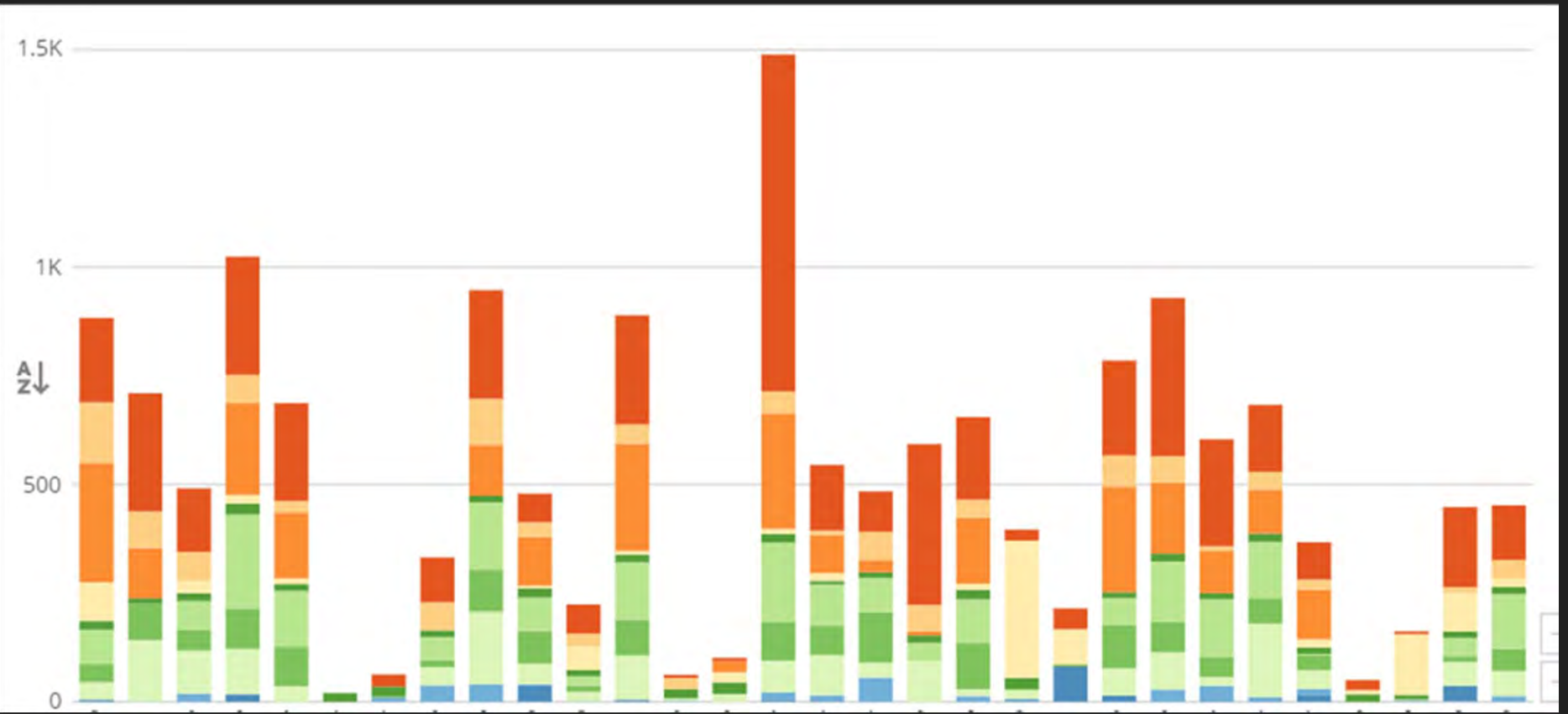
4. Create/Update Contact in Infusionsoft by Keap







Step Eight: Monitor the Process



Automation Tools

- Calendly
- Hootsuite/Buffer
- Infusionsoft
- Zapier

Thank You!

HOW TO PUBLISH A BOOK ON AMAZON

Jen Sanfilippo

Content Director, FirmFlex



FW C 120

FEDERAL RESERVE NOTE

LB 09895542 C

B2

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100 100 100 100



100 100
100 100
100
100 100
100



UNION
ONE

FOR

JULY 4,

State

Timothy F. Geithner

Secretary of the Treasury.

Rosa Gumataog Rios

Treasurer of the United States.



In Memory of
Sarah Wild Wife
of Philip Wild
who died
March 1797

Good News for Us

Self Publishing Is:

- **Cheap**
- **Quick**
- **Easy**

How to Publish a Book on Amazon in Five Steps

Step 1: Write Your Book

Step 2: Format the Interior of Your Book

Results for "amazon book interior formatting"

Category Service Options Seller Details Delivery Time Budget Online Sellers

340 Services Available

Sort by Relevance



manishmandal097
I will do book interior formatting
STARTING AT \$5



charlyn_designs
Level 2 Seller
I will design book cover, book interior, and ebook conversion
★ 4.9 (111) **FIVERR'S CHOICE**
STARTING AT \$45



manuelgarfio
Top Rated Seller
I will do createspace or KDP print book interior formatting in 24h
★ 5.0 (222)
STARTING AT \$45



libsarah1000
Level 2 Seller
I will create a book layout formatting interior for amazon KDP
★ 4.9 (114)
STARTING AT \$20

TYPESET YOUR BOOK OR NOVEL FOR PRINT

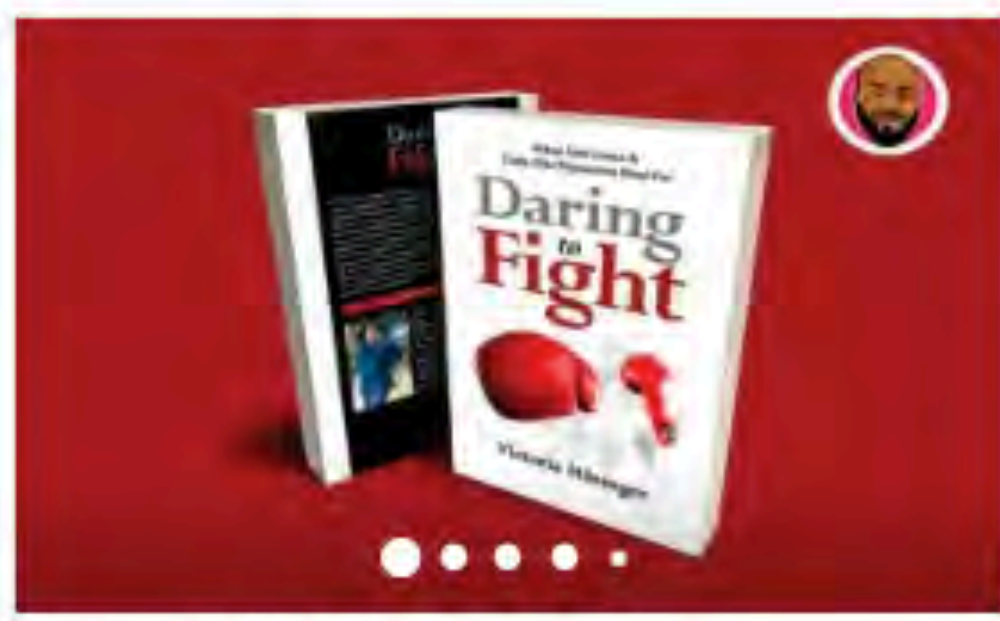
Step 3: Create a Book Cover

Results for "amazon book cover"

Category ▾ Service Options ▾ Seller Details ▾ Delivery Time ▾ Budget ▾ Pro Services Online Sellers

2,982 Services Available

Sort by **Relevance** ▾

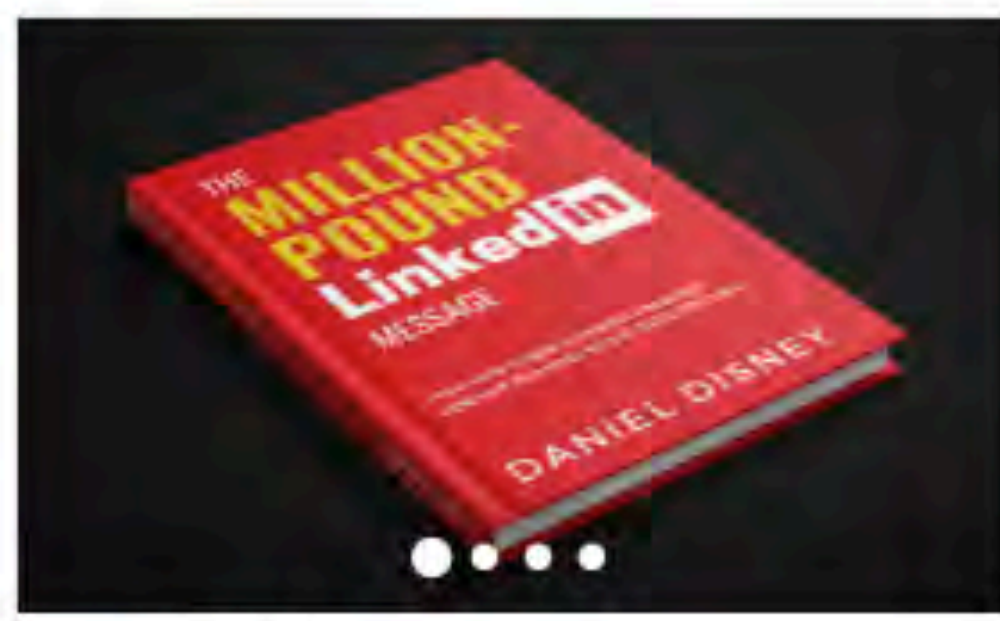


goldstudio_
Level 1 Seller

I will design book cover, amazon, KDP book cover, createspace, bo...

★ 5.0 (3)

STARTING AT \$15

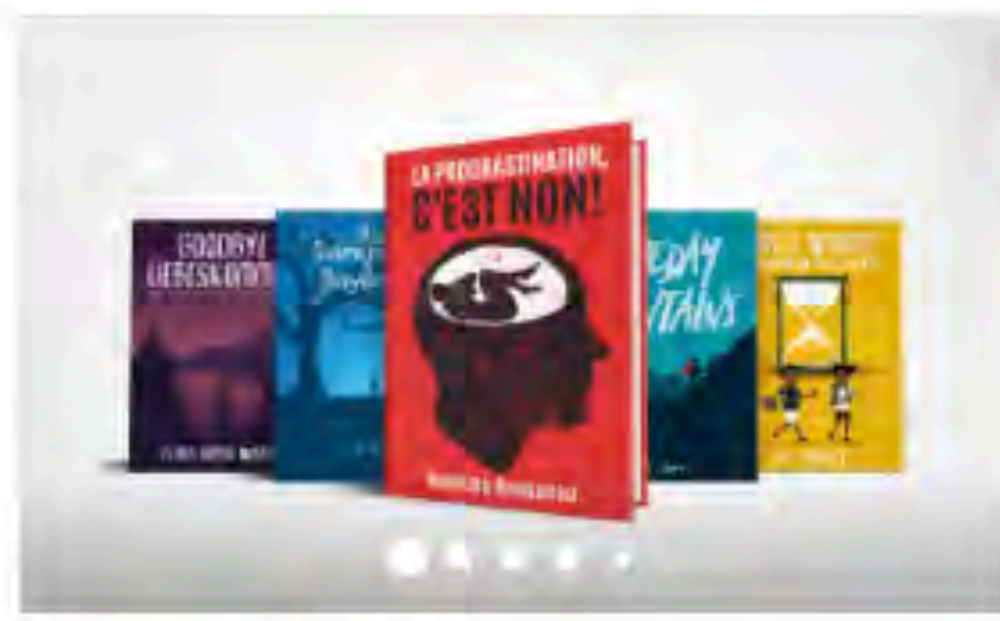


studiouss
Level 1 Seller

I will design arabic book cover, kindle cover, amazon book

★ 5.0 (3)

STARTING AT \$30



younesselh
Level 2 Seller

I will design an artistic book cover for your amazon book

★ 5.0 (257) **FIVERR'S CHOICE**

STARTING AT \$30



workfan

I will resize and format perfectly your amazon book cover or images

★ 4.7 (16)

STARTING AT \$5

Step 4: Buy and Assign an ISBN Number



The ISBN is a unique identifier for a book or other book-like product (such as an audiobook) that specifies its format, edition, and publisher.

Why should I buy an ISBN?

There are many reasons to purchase an ISBN for your title, including:

- An ISBN improves the likelihood your book will be found and purchased
- An ISBN links to essential information about your book
- An ISBN enables more efficient marketing and distribution of your title
- Most retailers require ISBNs
- Correct use of the ISBN allows different product forms and editions of a book, printed or digital, to be differentiated clearly, ensuring that customers receive the version they require
- An ISBN helps you collect and analyze book sales data
- An ISBN ensures your book's information will be stored in the *Books In Print* database
- *Books In Print* is consulted by publishers, retailers and libraries around world when searching for title information
- The ISBN conveys no legal or copyright protection, however, the use of ISBNs for publications is prescribed by law in some countries
- In some countries a book will be charged higher tax if it does not have an ISBN
- ISBNs are the global standard for book identification

How many ISBNs do I need?

You will need one ISBN for each edition and format of your book. The ISBN

NOTICE!

In order to purchase and manage your ISBNs on MyIdentifiers, you must first set up an account with us. You may [click here](#) to begin.

BEST SELLER

10 ISBNs


\$295


Why this is your best value:

- Each format of your book requires its own ISBN
- Most books average two to three ISBNs to accommodate all published formats
- You will have enough ISBNs for multiple books
- Savings! You're getting your ISBNs at only \$29.50 each
- ISBNs never expire; use them as needed

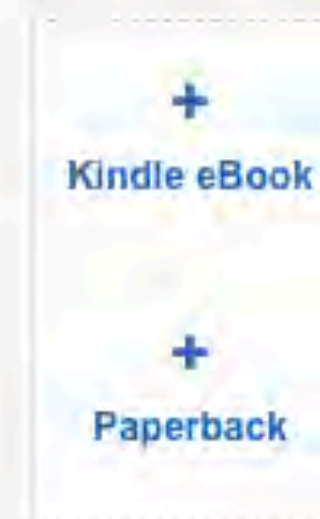
Add to Cart





Step 5: Publish On Amazon

 **Your account information is incomplete.**
To publish a book, you will need to complete this. [Update Now](#)

 CreateSpace has moved to Kindle Direct Publishing
If you had books on CreateSpace, [access them on KDP in three steps](#).

Create a New Title



-  **Book Content:** You can upload a manuscript, or use our free creation tools to create children's books, educational content, comics, and manga. [Get started with Kindle content creation tools](#).
-  **Book Cover:** You can use our online Cover Creator, or upload a cover of your own. [Creating a great cover](#).
-  **Description, Keywords and Categories:** Tell readers [about your book](#) and help them [find it on Amazon](#).
-  **ISBN:** Get a free ISBN to publish your paperback. Kindle eBooks don't need one. [More about ISBNs](#).

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🔍 Title, status, etc

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Author/Publisher Information

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(What's this?) ⌵
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Address Line 2
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Where is your bank?

Please choose



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Tax Information

Complete payment setup: Tax withholding

Before we can send you payments, we need to collect some tax info about your business. You will be redirected to our secure tax platform, and then returned here for confirmation.

[Complete Tax Information](#)

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Paperback Details

i In Progress...

Paperback Content

i Not Started...

Paperback Rights & Pricing

i Not Started...

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Choose your paperback's primary language (the language in which the book was written).

English

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Edition Number

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Edition number (Optional)

Author

Your paperback should have at least one author or primary contributor.

Primary Author or Contributor

Contributors

You can add additional contributors including more authors, illustrators, editors, and translators, among others.

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4000
characters left

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Keywords Choose up to 7 keywords that describe your book. [How do I choose keywords?](#)

Your Keywords (Optional)

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Choose up to two browse categories. [Why are categories important?](#)

Choose categories

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Adult Content

Does this book contain language, situations, or images inappropriate for children under 18 years of age?

No

Yes

Save as Draft

Save and Continue

Next step: Content

test

Paperback Details

✓ Complete

Paperback Content

i In Progress...

Paperback Rights & Pricing

i Not Started...

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Your 'Live on Amazon' date will be used



Print Options

The default options selected below are based on the most common selections. [How will printing cost be calculated?](#)

Interior & paper type

[What ink and paper types does KDP support?](#)

**Black & white interior
with cream paper**

Black & white interior
with white paper

Color interior
with white paper

Trim Size

[What is a trim size?](#)

6 x 9 in
15.24 x 22.86 cm

Select a different size

Bleed Settings

[What are bleed settings?](#)

No Bleed

Bleed (PDF only)

Paperback cover finish

Trim Size

What is a trim size? ▾

6 x 9 in
15.24 x 22.86 cm

Select a different size

Bleed Settings

What are bleed settings? ▾

No Bleed

Bleed (PDF only)

Paperback cover finish

What is a cover finish? ▾

Matte

Glossy

Manuscript

Upload a manuscript of your book interior content. For best results, we recommend using a formatted PDF file to create your paperback. You can also upload a DOC (.doc), DOCX (.docx), HTML (.html), or RTF (.rtf). Hebrew, Latin, and Yiddish only support PDF manuscripts. [Learn more about manuscripts](#) or [download a KDP template](#) for your preferred trim size.

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Use Cover Creator to make your book cover (upload your own cover image or use KDP's stock images)



Launch Cover Creator

Upload a cover you already have (print-ready PDF only)

Book Preview

Preview your file to check for formatting and print quality issues. [Learn more about formatting and print quality on KDP.](#)

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Pricing & Royalty

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Amazon.com ▾	\$ 9.99 USD Min. \$4.22, Max. \$250.00 ▾ All marketplaces are based on this price	60%	\$2.53	\$3.46
Expanded Distribution ▾	<input type="checkbox"/>	40%	\$2.53	\$1.47
7 other marketplaces ▾				

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Good News for Us

Self Publishing Is:

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Thank You!

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The Secrets of Lawyer-to-Lawyer Referral Based Marketing

John H. Fisher

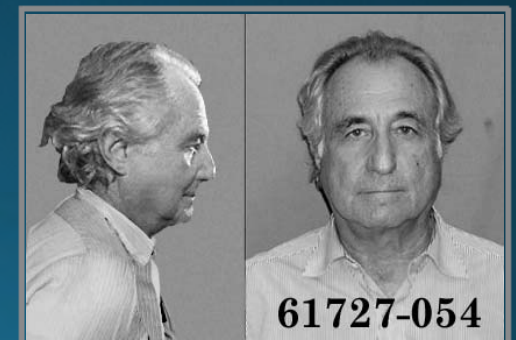
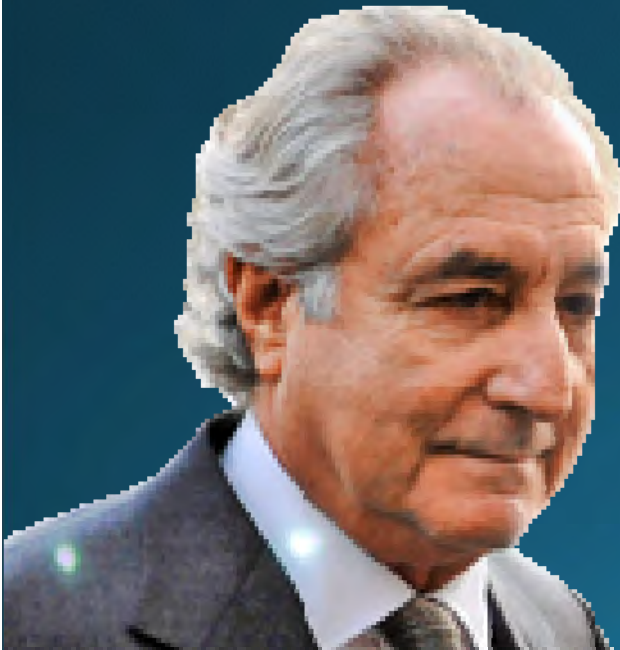
Crooked or Mad Genius?

Trust Based Marketing

One Referral Source

Leads to...

Dozens of Referrals



Benefits of Referral Based Marketing

- Leads prescreened for merit
- Stamp of approval
- No Advertising Expenses



The Brutal Truth about Referral Based Marketing

- Truth #1: Clients are Lousy Referrers
- Truth #2: Networking Sucks
- Truth #3: Best Cases Come From Lawyer Referrals
- Truth #4: Not All Lawyers Make Good Referrers

The Mindset

- Give Without Taking
- Think Long Term
- Nurture and Cultivate Relationships



Defining Your Ideal Client

Demographics of Your Ideal Client:

- Region
- Practice Area
- Age
- Your Top 20 Whales



Top Tips for Lawyer Referrals

- **Tip #1:** Newsletter Articles for Bar Associations
- **Tip #2:** Weekly Email Newsletter
- **Tips #3:** Monthly Print Newsletter
- **Tip #4:** Speaking Events for Lawyers



Print Newsletter

- Give Value...No Self-Promotion
- Best Practice Tips
- Stay Top of Mind with Referral Partners
- The Multiplicity Effect



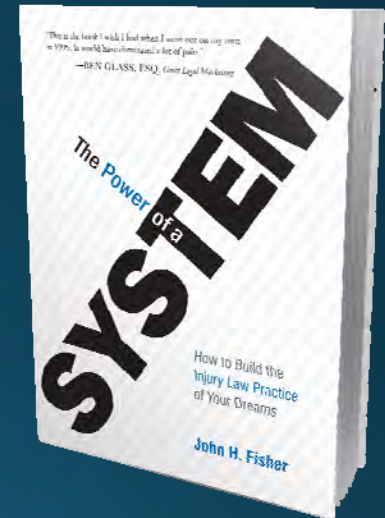
Email Newsletter

- Weekly Practice Tips
- Tribe of Fans
- Web Traffic...on Command
- Promote Special Events



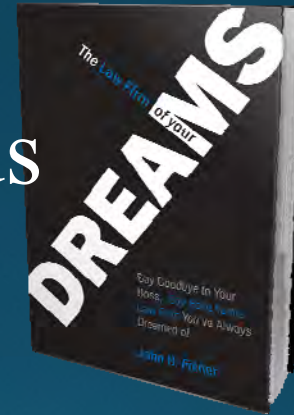
Top Tips for Lawyer Referrals

- **Tip #5:** Weekly Lunch Dates
- **Tip #6:** Book for Referral Partners
- **Tip #7:** “Shock & Awe” for Referral Partners
- **Tip #8:** Daily Update for Referral Partners



The Book

- World's Greatest Business Card
- Authority & Celebrity Status
- Speaking Engagements
- The Gift that Keeps Giving



SHOW UP LIKE NO ONE ELSE!

Top Tips for Lawyer Referrals

- **Tip #9:** Quarterly Print Newsletter with legal updates
- **Tip #10:** Party for Referral Partners
- **Tip #11:** Join a Community of Lawyers
- **Tip #12:** Guest Posts for Lawyer Websites
- **Tip #13:** Website for Lawyers



Website for Lawyers

- UltimateInjuryLaw.com
- Resource for Lawyers
- Best Legal Forms



Home | Blog | FAQ | Articles | Resources | Tech Tips | Video Library | Podcasts | About Great Legal Marketing | What They're Saying

ULTIMATE INJURY LAW
BUILDING THE INJURY LAW PRACTICE OF YOUR DREAMS

"Everything you've been told about building an injury law practice is wrong"

"This is the book I wish I had when I went out on my own in 1995. It would have eliminated a lot of pain."

Though you may not agree with everything in the book I can tell you that it will provoke your own thinking about:

- ✓ What your perfect law firm looks like
- ✓ Who that perfect client is who will support the growth of your firm
- ✓ How to market to that perfect client
- ✓ How to manage the case from start to finish and MORE!
- ✓ How to build a superstar team around you so that you can devote your time to what you do best: adding value to your client's case through great lawyering.

Buy for \$26.99 *or* Download 1st Chapter Free

The Power of a SYSTEM
How to Build the Injury Law Practice of Your Dreams
John H. Fisher



The Rules of Engagement

- Rights of Referral Partners
- Complete File Access
- 100% Transparency
- Watch Depositions Live
- Quarterly Updates



Referral Gold

- Your "One Thing"
- Build Equity
- Daily Updates
- Guarantee Future Referrals



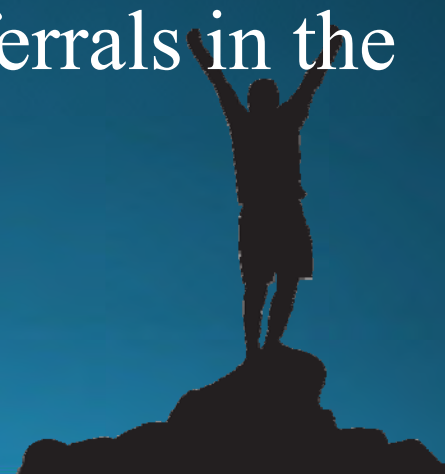
The Ace Up Your Sleeve

- County Bar Associations
- National & State Trial Lawyer Organizations
- Newsletter Articles
- Accredited CLE Provider
- Authority and Celebrity



Mission... NOT Impossible

- Set a Goal and Deadline
- Annual Goals
- 1,000 Referral Partners by October 19, 2023
- #1 Law Firm for Lawyer Referrals in the State
- Celebrate Victories



The Secrets of Lawyer-to-Lawyer Referral Based Marketing

John H. Fisher

www.ProtectingPatientRights.com

www.UltimateInjuryLaw.com

My biggest epiphany as a lawyer? Injury victims are not *really* our clients—lawyers are. Once I eventually accepted this, life got easier. We started marketing *exclusively* to lawyers.

Why would anyone create marketing systems to acquire lawyer referrals? Begin by identifying the source of your highest value cases. That's right, your best cases are referred by lawyers. Your referral partners (e.g., referring lawyers) prescreen the cases for merit and send new clients to you with an endorsement of their support and best of all, you don't have to spend a penny to acquire the new case. And with the endorsement from your referral partner, you can do no wrong. Life is good, my friend.

So, why don't all lawyers have systems for acquiring lawyer referrals? To this day, I am dumbfounded. Yet, even today you attend seminars about lawyer marketing without a single minute spent on lawyer-to-lawyer referral based marketing. This creates a huge vacuum (and a golden opportunity for you).

A Radically, Unique Marketing System for Lawyers

When we began our lawyer-to-lawyer referral based marketing system on October 19, 2013, we had 124 lawyer referral partners. Today (March 13, 2020), we have 387 lawyer referral partners (e.g., a "referral partner" is a lawyer, judge or paralegal who has referred at least one case in the last 5 years), and almost 100% of our revenue is generated by lawyer referrals.

BEFORE (October 19, 2013): **124 Referral Partners**

AFTER (March 13, 2020): **387 Referral Partners**

Our referral partners include malpractice defense lawyers, judges, county bar executives and our favorite: plaintiff's personal injury lawyers who do not handle medical malpractice.

The 5 Pillars of Referral Mastery for Lawyers

We have 5 proven methods for acquiring and cultivating lawyer referrals. Take what you can, make the systems better and share your results with us (jfisher@fishermalpracticelaw.com cell: 518-265-9131). What do you have to lose? Let's get started.

Pillar #1: Why Every Lawyer Should Have a Book

A book is the ultimate, indestructible business card. When you are the author of a book, you have instant credibility. The book is your ticket to national and statewide speaking engagements and is a marketing tool that you'll have the rest of your career.

Writing a book is the best thing I've ever done in my career. My first book, *The Power of a System*, is:

- On the curriculum of 3 law schools,
- Used as a reference at Judge's School in New York,
- Resulted in speaking engagements for the National Trial Lawyers, PILMMA, Great Legal Marketing, and numerous state and regional bar associations

If that's not enough, the book has led to referrals of some of our firm's highest value cases. A book is the gift that keeps giving and once you put in the time to write the book, you'll have an asset for the rest of your career.

Rather than handing out your business card, you will sign and hand out free copies of your book. And your book will be sitting on the shelves of your ideal referral partners for the next 30 years (isn't that better than a billboard?). Lawyers from across the country will contact you for advice and why not? You're the lawyer who wrote the book.

In my humble view, Advantage/Forbes Books is the ideal strategic partner for lawyers who are serious about publishing a book. Advantage/Forbes Books will create a great looking hard cover book, do the marketing and promotion for you and distribute your book among the digital and hard cover book distributors. I would not publish a book with anyone else.

Pillar #2: The Best Way to Stay Top of Mind with Your Referral Partners

There is no such thing as over-communicating to your referral partners. You have to create systems that allow you to nurture these relationships and the best way to stay *top of mind* with your referral partners is a monthly print newsletter.

I know what you're thinking: you've tried a print newsletter for 4-6 months and it didn't work. No big surprise. No form of marketing will be effective without one ingredient: CONSISTENCY. A print newsletter must be mailed monthly for at least 18-24 months before you will build momentum and begin seeing results.

We have been mailing a monthly print newsletter (*Lawyer Alert*) since 2011. Our 4-page print newsletter contains:

- A feature two-page article about marketing and management for lawyers,
- Case results (“*From John’s Casebook*”),
- Promotional articles about our speaking engagements, webinars and mastermind for lawyers (MastermindExperience.com), and
- Fun photos of my wife, our 3 kids, our miniature Australian labradoodle pooch, Patch McAdams, Esq. (“*The Adventures of the Doodle Dog*”), and their nutty dad.

If I could only have one marketing tool, it would be a monthly print newsletter. Our newsletter team consists of a graphic designer (Julee Hutchison of *Hutchison Frye* in Colorado) and a printing and fulfillment specialist (*Help Without Hassle* in Kansas) and the turnaround time from the submission of the copy to the mailing of the newsletter is usually 3-5 days. The cost? \$1.53 per newsletter. Nothing is better for top of mind awareness with your referral partners.

If you’d like to get our free newsletter, send an email to jfisher@fishermalpracticelaw.com and we will be happy to add you to our mailing list.

Pillar #3: Speaking Your Way to New Cases

When you are a speaker at a seminar, you are a superstar. The organization has anointed you as the expert and you can do no wrong with the audience. This is the power of public speaking for lawyers.

How do you book your first speaking gig?

Step #1: Find a date that your county bar association has no events on their schedule.

Step #2: Contact the executive director of the county bar association to pitch a special one-of-a-kind speaking event and offer to pick up the expenses, including the cost of CLE credits. More often than not, the executive director of the county bar association will accept your offer and the county bar association will sponsor and endorse your event among their members. You’ve got your first speaking gig!

Our speaking events include “*The Jury Project*”, during which we hold a focus group and demonstrate the benefits of focus groups for trial preparation. We also hold a speaking event, “*The Secrets of Internet Marketing for Lawyers*”, to provide lawyers with tips for attracting clients with their website and digital advertising. We give away all of our secrets and hold nothing back.

Step #3: Following the speech, you should hold a book signing session for your fans, and with their permission, add lawyers to the mailing list for your monthly print newsletter. Your tribe is growing. You will gain notoriety and with some time and

patience, national and statewide lawyer organizations will pay your expenses and a stipend when you speak.

Don't stop there. Cultivate a relationship with the executive director of your county bar association and make sure they know that you're willing to speak whenever they need a speaker.

Pillar #4: 3 Simple Ways to Build a Tribe of Referral Partners

Marketing is nothing more than relationship building. How do you develop relationships with lawyer referral partners? Build a tribe. A tribe is a group of lawyers who will do anything for each other (including cross referrals of new cases).

Trial Lawyers Workshop: Join a local trial lawyers organization and get involved and sponsor their workshops. I've been a member of a local Trial Lawyers College ("TLC") group for 10 years and once a month, the members meet to discuss our cases, practice trial skills and cross refer cases. There is nothing better for lawyer referrals.

If there is no TLC workshop in your town, create your own. Tell other trial lawyers that you want to help brainstorm and collaborate about their cases and practice trial skills. Meet once a month for 3 hours. Do this religiously and within 12 months, you'll have a tribe of referral partners.

Mastermind: Create or join a mastermind of elite lawyers. A mastermind is a meeting of lawyers who are willing to collaborate, share best practices and help each other grow their practice. If there's one thing I've learned, it's that I can't do this alone. I need help, and so do you.

Joining a mastermind will be the best thing you've ever done for you career. Create your own mastermind or apply to join the Mastermind Experience at **MastermindExperience.com**.

Maximum Lawyer: Don't have the time or money to join a mastermind? Join the movement known as the "Maximum Lawyer" for brainstorming and sharing that will give you invaluable resources, advice and friendship. The annual conference, MaxLawCon '20 on June 6-7, 2020, is the best lawyer seminar in the country. Go to MaximumLawyer.com to join the tribe.

Pillar #5: 3 Tips for Building Relationships with Random Acts of Kindness

Tip #1: Daily Updates to Your Referral Partners: What is the highest and best use of your time? I send at least one update on the status of a referred case to one of our referral partners every day. Every update sets forth the work that we've done, our analysis and our plan for the referred case.

What we're really doing with the daily updates is building rapport with our referral partners and virtually guaranteeing that we get their next referral. There is no such thing as over-communicating with your referral partners.

Tip #2: Lunch Dates with Referral Partners: There is nothing better than a weekly lunch date with a referral partner to build rapport. We schedule a lunch date with a prospective or current referral partner, ideally once a week. Don't talk about work; talk about your referral partners' family, interests and sports. This will create a bond with your referral partners that nothing else can beat.

Hire a marketing director or virtual assistant, whose only job will be to schedule lunch dates with your referral partners.

Tip #3: Party with Your Referral Partners: Quarterly, or at least once a year, hold a happy hour or a party for your referral partners. Get to know your referral partners on a social basis and let them know that you care. A "lunch and learn" is a great way to provide value to your referral partners and build new referral relationships.

When I publish a new book, we hold a book launch party on a yacht (fancy word for a 70-foot boat) and invite all of our current and prospective referral partners and clients. We invite a blues musician to perform and have light food and cocktails. Try this just once and you'll be in awe by the good will and friendship. Nothing beats a party with your referral partners.

Take Small, Incremental Steps and Watch Magic Happen

Building a system for lawyer referrals is not easy. This takes time, patience and most important, consistency. With a consistent effort and incremental improvement in your marketing systems, you will begin to see results within 6 months and in 2 years, your law practice will never be the same.

Don't believe me? You're not alone. It seems the leading marketers don't believe in lawyer-to-lawyer referral based marketing either. Do me a favor, don't tell the marketing experts--this will be our little secret.

Do you need help implementing these tactics? I'm a phone call away (cell: 518-265-9131; jfisher@fishermalpracticelaw.com) and if you'd like to meet for lunch, it will be my treat. And I will be happy to send you a signed copy of my book, *The Power of a System*, and a digital copy of my new book, *The Law Firm of Your Dreams*.

Whatever you do, don't do this alone. We all need help (including yours truly). And you've got friends waiting for your call.



HIRING ENTREPRENEURIAL ASSOCIATES



Hello!

HAILEY RICE

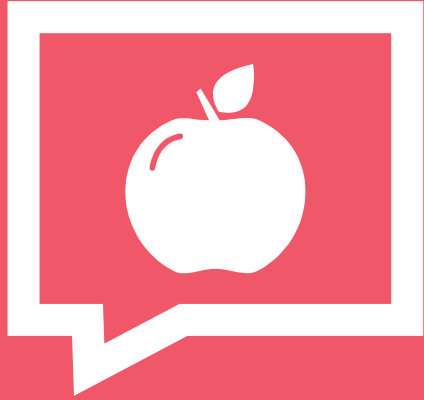
Connecticut Trial Firm, LLC

You can find me at @HGRatLaw
hailey@cttrialfirm.com



Principles

For attracting and retaining entrepreneurial associates



THERE IS ENOUGH

Adapt an abundance mindset to attract and retain.

A TALE OF TWO MINDSETS

ABUNDANCE MINDSET

There will always be more

Takes Risks

Sees Opportunity

Shares Insights

Strives to Grow

Everyone Can Win

SCARCITY MINDSET

There is never enough

Avoids Risks

Sees Threats

Hoards Knowledge

Fears Being Replaced

There's Only So Much Room at the Top

“When you realize there is nothing lacking, the whole world belongs to you.” – Lao Tzu



HIRING = MARKETING

Your hiring plan is part of your marketing plan. Align your objectives.



LEADERS BRING THE WEATHER

Your influence sets the tone for every aspect of the relationship.





WHAT GETS INCENTIVIZED GETS DONE

Make the most important things the most lucrative.



“

“If a person doesn’t know to which port they sail, no wind is favorable.”

– Seneca.



HAVE THE HARD CONVERSATION

Direct and honest dialogue builds mutual trust.



GET OUT OF THE WAY

To foster creativity, you must surrender some control.

Let's Review the Principles



People are Brand

Who you hire should say something about who you want to be.



Reward to Inspire

If you reward it, it will come.



Be Honest

Practice radical candor.



Don't be a Hater

Respect the hustle. The credit belongs to the man in the arena.



Abundance First

There is room at the table. there is enough to go around.



Be Flexible

Foster creativity by creating a fail-safe environment



Thanks!

Any questions?

You can find me at:

@hgratlaw

hailey@cttrialfirm.com

A System for Building Systems

Jay Ruane



WILL FERRELL WOODY HARRELSON ANDRÉ BENJAMIN

SEMI-PRO



 **RUANE**
ATTORNEYS AT LAW







3 Parts to Any System





What is it?



What is the process?

Things you can include

Images & Documents

Youtube walk through screen grabs

Sample motions or Form letters

login information as needed

Whatever you have in your head that needs OUT!

Why we do it this way!





How To Get Buy In

Involve them in Process

Gamification/Rewards

Ask The Question Daily!



Systems SaaS Providers

Your Own Wiki

Tetra

Trainual

Process Street

Kipwise

Slab

“Losers have goals,
Winners have systems”

—Scott Adams

Jay Ruane
DIGITAL MARKETER

Thank You!

E is for Ethics



Mark Dubois



GeraghtyBonnano.com
www.facebook.com/ganoblaw/
www.linkedin.com/in/mark-dubois-39708533/

Meeting/Finding Clients on Their Own Turf



ISSUES DU JOUR



Basic Issues with Internet (or any) advertising

Ethics Issues

Regulatory Issues

General Advice/Risk Avoidance





BASIC ADVERTISING PRINCIPLES

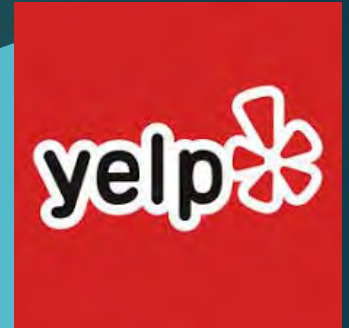


It might have been Augustine of Hippo – the origins are admittedly murky – in his *Confessions* who first posed the question:

“If an article, or presentation, or web page, or educational tool falls on the internet and there’s no one there to read it, does it make a noise?”



Social Media Platforms



Facebook
and other
sites-
adopt or
lose.

The screenshot shows a Facebook page for 'Bacharach & Associates, LLC'. The page header includes a profile picture of a white flag on a blue background, the name 'Bacharach & Associates, LLC', and the category 'Local Business'. Action buttons for 'Like', 'Save', and 'Suggest Edits' are visible. The page is identified as an 'Unofficial Page' located in 'Willimantic, Connecticut'. The 'About' section lists 'Phone' and 'Website' with 'Suggest a phone number' and 'Suggest a website' links, and shows '1 like'. The 'Posts about Bacharach & Associates, LLC' section displays a message: 'There are no stories available' with a red location pin icon. The footer contains language options (English (US), Español, Português (Brasil), Français (France), Deutsch), a plus sign for more languages, and links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More, along with the copyright notice 'Facebook © 2018'.

Ethics



Everything we do, regardless of platform or purpose, has to be in accordance with ethics rules and requirements.

Rules 7.1-7.5

Conflicts

Confidentiality vs. Privilege

Claims of Specialization

Firm Names

1/1/2020 RPC and PB Changes

Rules 7.4 and 7.5 rolled into Rule 7.1

Amendment to Rule 7.1 concerning truthful statements

Added requirement that you disclaim past successes as being indicative of future results

Rule 7.2 amended re: lawyer and non-lawyer reciprocal referrals

Rule 7.2 amended to allow payment for leads

Rule 7.3 amended to clarify "solicitation"

Changes to P.B. 2-28A

Rule 7.1-Honesty



Duty of Honesty

Non-delegable and Non-avoidable

Social Media And Investigative “Pretexting” By A Subordinate

“...[I]t does not matter whether the lawyer employs an agent, such as an investigator, to engage in the ruse. As provided by Rule 8.4(a), [a] lawyer or law firm shall not . . . Violate or attempt to violate the Rules of Professional Conduct, knowingly assist or induce another to do, or do so through the acts of another. ...Consequently, absent some exception to the Rules, a lawyer’s investigator or other agent also may not use deception to obtain information from the user of a social networking website. *See id.* Rule 5.3(b)(1).

New York City Bar Association Formal Opinion 2010-2



Permissible claims/information:

Description of experience if objectively verifiable.

Description of specialization only if certified.

Description of past cases only with caveat that past results don't predict future success.

Tags such as *Super Lawyer* only with link to source.

Impermissible claims/information:

Superlatives

False Comparisons

False or misleading claims.

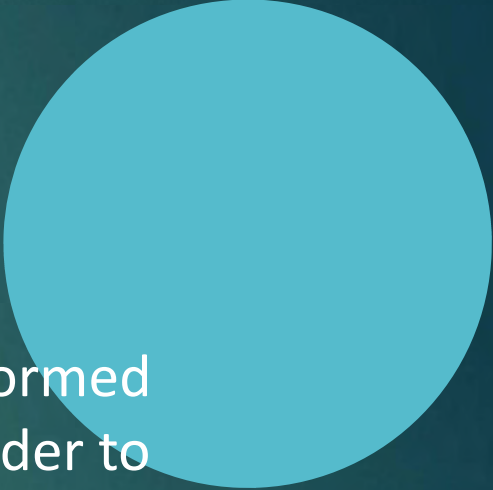
Confidentiality: Rule 1.6




Client-Lawyer Relationship

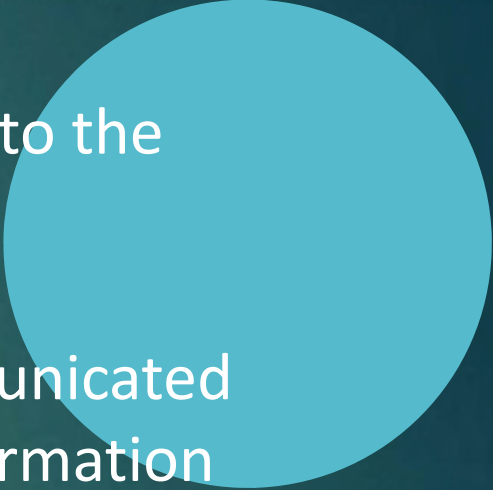
Rule 1.6 Confidentiality of Information

(a) A lawyer shall not reveal information relating to representation of a client unless the client gives informed consent, the disclosure is impliedly authorized in order to carry out the representation, or the disclosure is permitted by subsection (b), (c), or (d).





RPC 1.6 (“Confidentiality of Information”)
Prohibits revealing **any** “information relating to the
representation of a client”



The duty extends “not only to matters communicated
in confidence by the client but also to all information
relating to the representation whatever its source.”

Rule 1.6 Comment

Confidentiality

Confidentiality duties do not require attorneys to “develop a mastery of the security features and deficiencies of each technology available” but they do “require a basic understanding of the electronics protections afforded.”

Calif. State Bar Formal Opinion No. 2010-179

Inadvertent Creation of Attorney-Client Relationship

There is probably no more constant area of problem, both in the field of lawyers' ethics and in malpractice, than determining if and when an attorney-client relationship has been formed. An attorney-client relationship is formed when a client asks a lawyer for legal services and the lawyer either agrees or does not disagree that services will be performed. No formal writing is needed nor is the payment of consideration a requisite to the formation of such a relationship. The existence of the relationship is judged by the client's reasonable expectations and understandings.

Dubois and Sullivan, *Connecticut Legal Ethics and Malpractice*, § 1-1, 4th Ed., Spring 2020

Conflicts

Communicating via blogs, social networking and interactive legal sites can create attorney-client relationships and/or void privilege.

Communicating with an individual whose interests (or the interests of his or her company's) are adverse to the lawyer-participant can result in discipline or disqualification.

Does the lawyer participant or advertiser announce an opinion on a legal issue that is contrary to that of her client-employer?

"A concurrent conflict of interest exists if . . . there is a significant risk that the representation of . . . [the client] will be materially limited by . . . a personal interest of the lawyer"

RPC 1.7(a)(2) ("Conflict of Interest: Current Clients")

Claims of Specialization

Experience



Attorney

Freed Marcroft LLC

Aug 2012 – Present · 6 yrs 4 mos

Hartford, Connecticut Area

Meghan Freed practices marital and family law in Hartford.

Freed Marcroft's practice is welcoming to all individuals and families – especially including same sex couples and members of the lesbian, gay, bisexual, and transgender communities.

Specialties: Under Connecticut rules, I don't have any specialties. I have experience in all the areas noted above. More information can be found at www.freedmarcroft.com.

Firm Names



Permitted:

Action Advocacy
Law Barn
No Stone Unturned Law Firm
Lady DUI
The Employment Law Office
The 15% Lawyer

Not Permitted:

Kepler Law Firm
The Firm for Results for the Hispanic Community

REGULATORY ISSUES





▶ **USEFUL LINKS**



▶ Statewide Grievance Advertising Info:

▶ https://jud.ct.gov/sgc/faq_atty_adv.htm

▶ Statewide Grievance Advisory Advertising Opinion Request

▶ https://jud.ct.gov/sgc/faq_advisory_ops.htm

▶ Statewide Grievance Advertising Opinions

▶ https://jud.ct.gov/sgc/Adv_opinions/default.htm

P.B. Section 2-28A(b)

- ▶ Mandatory filing rules regarding attorney advertisements do not apply to the contents of an attorney's website(s).
- ▶ Domain names are filed quarterly via E-Services under "Attorney Advertising".
- ▶ "Attorneys need not provide the domain names for the websites that are not used primarily to advertise legal services, this includes social media used for personal purposes."

*For more information see Section 2-28A(b) and the Statewide Grievance Committee's Attorney Advertising FAQ's:
https://www.jud.ct.gov/sgc/faq_atty_adv.htm*

Rule 7.2(b) Record Keeping


“An electronic communication regarding the lawyer’s services shall be copied once every three months on a compact disc or similar technology and kept for three years after its last dissemination.”

Unauthorized Practice of Law (UPL)



RPC 5.5 ("Unauthorized Practice of Law")

The rule does "not authorize communications advertising legal services to prospective clients in [one] jurisdiction by lawyers who are admitted to practice [only] in other jurisdictions."



Model RPC 5.5 Comment [21]



GENERAL ADVICE/RISK AVOIDANCE

Beware of the Keyboard-to-Brain Disconnect

The risks of the hastily written message or post:

- ▶ The use of impulsive, intemperate, disparaging or sarcastic language.
- ▶ “Puffing” professional abilities or accomplishments thereby subjecting the writer to a higher standard of care.
- ▶ The unsupported accusation of wrongdoing or criminality.
- ▶ The growing litigating trend: the unguarded confession (“we just committed malpractice!”) produced in discovery.

Warnings

- ▶ Review the privacy settings on all relevant social networking sites and adjust those settings to restrict exposure of your networking activity to the appropriate audience.
- ▶ Understand the difference between purely social activity, professional networking activity and professional advertising efforts, and do not mix the two.
- ▶ Never communicate with clients about their legal matters on any networking site.
- ▶ Don't include confidential client information in any networking post. Avoid using "hypotheticals" that describe actual client situations in which the client's identity is likely to be inferred.
- ▶ Don't pay others to "recommend" customers (RPC 7.2(c)) or to share fees with non-lawyers (RPC 5.4(a)).



The Five Commandments

- ▶ Thou shall not disclose or use, or allow the disclosure or use of, "information relating to" clients and *potential* clients. RPC 1.6, 1.18(b)
- ▶ Thou shall not "make a false or misleading communications" about thyself or they "services." RPC 7.1
- ▶ Thou shall ensure no conflicts of interest. RPC 1.7, 1.8 and 1.9
- ▶ Thou shall not imply authorization to practice in states in which thou doesn't holdeth a license.
- ▶ Thou shall give advice only on topics for which thou is "competent." RPC 1.1



DARWIN IS NOT DEAD



Demoted Over Blog Comments

The screenshot shows a Windows Internet Explorer browser window displaying a news article. The article title is "Anonymous Blog Comments Snag Another US Prosecutor; Suit Cited 'Superfluous Spacing' as Clue". The author is Debra Cassens Weiss, and it was posted on Nov 12, 2012 at 5:30 AM CST. The article text discusses the demotion of a New Orleans federal prosecutor, Jim Letten, after admitting to posting anonymous comments on a newspaper website. It mentions that Letten announced the demotion of First Assistant U.S. Attorney Jan Mann on Thursday, with the *New Orleans Times-Picayune* and the *Associated Press* reporting on it. The article also notes a defamation lawsuit filed against Mann, citing clues from an online alias "eweman" and a PDF lawsuit that mentioned "superfluous spacing" and the term "fender lizard".

PROSECUTORS

Anonymous Blog Comments Snag Another US Prosecutor; Suit Cited 'Superfluous Spacing' as Clue

Posted Nov 12, 2012 5:30 AM CST
By **Debra Cassens Weiss**

Email Print Reprints Share/Save

A New Orleans federal prosecutor who was second in command to U.S. Attorney Jim Letten has been demoted after admitting she posted anonymous comments on a newspaper website.

Letten announced the demotion of First Assistant U.S. Attorney Jan Mann on Thursday, the **New Orleans Times-Picayune** and the **Associated Press** reported. The announcement filed a defamation lawsuit earlier this month alleging Mann used the online alias of "eweman" to criticize a landfill operator whose business is the subject of a federal probe.

The **lawsuit** (PDF) cited several clues that Mann was the likely author of the eweman posts at NOLA.com, the Times-Picayune website. They included: Eweman used "superfluous spacing before punctuation marks," just as Mann had done in other writings. Eweman used ellipses without spacing between periods as Mann had done in a pleading. One of the online posts used an obscure term, "fender lizard," to refer to "cop groupies," a phrase that that Mann had used in conversation. Also, the posts "attack individuals for whom Ms. Mann is

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Do Not Open Until
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Nov. 26, 2012
ShopABA.org
Save 40% on ABA Books & CLE Products plus **FREE** ground shipping on Cyber Monday, Nov. 26 only.*

MOST READ | MOST COMMENTED | MOST EMAILED


1. Why Ms. X Is Leaving BigLaw: Busy Mom Details Untenable Schedule in Departure Memo
2. Firms Wave Goodbye to Billing for Research Costs
3. The Legal Field Attracts Psychopaths, Author Says; Not That There is Anything Wrong with That
4. Anonymous Blog Comments Snag Another US Prosecutor; Suit Cited 'Superfluous Spacing' as Clue
5. Are Laws Barring Polygamy Destined to Fall? Law Prof Defends Marriage of Two
6. Research Lawyer Is Suspended After Tweeting About 'Naughty Boy' Ex-AG

DA Resigns over Text Messages

Wisconsin county DA resigns from office over texts

Posted 10/4/2010 1:26 PM | Comments [145](#) | Recommend [4](#)

By Jim Collar, (Appleton, Wis.) Post-Crescent



Calumet County Dist. Atty. Ken Kratz resigned today after almost three weeks of controversy over sexually suggestive text messages he sent last year to a woman who was the victim in a domestic violence case he was prosecuting.

"It is with deep sadness and regret that I announce my resignation as Calumet County district attorney, effective immediately," Kratz wrote in a statement. "I have lost the confidence of the people I represent due primarily to personal issues which have now affected my professional career."

The controversy began Sept. 15 when The Associated Press reported Kratz had sent 30 text messages sent to domestic violence victim Stephanie Van Groll over three days in October 2009.

RACY TEXTS: DA announces resignation
MORE: Wisconsin's Calumet County DA faces removal
WIS. GOV.: Troubled by 'sexting' DA

Kratz in one text asked, "Are u the kind of girl that likes secret contact with an older married elected DA...the riskier the better?"

In another, he said "I have the \$350,000 house. I have the 6-figure career. You may have the tall, young, hot nymph, but I am the prize!"

Ken Kratz announces on Sept. 17 that he will step down from his position as Calumet County district attorney in Chilton, Wis.

Enlarge By Wm. Glasheen, AP



Videos you may be interested in

- Jim Roggeman resigns as National manager
- Coach Jim Tressell resigns from Ohio State
- 1 Trick to Relieve Joint Pain

Powered by Taboola

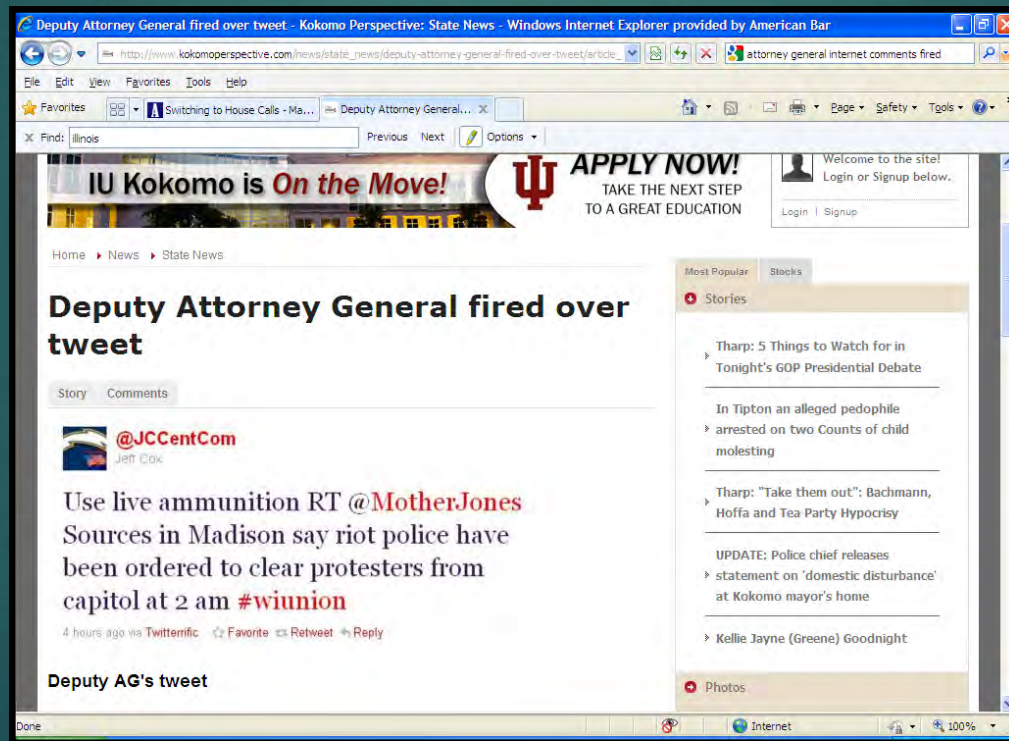
Ads by Acblede™

- Today's Offers
- Home Refinance
- Daily Deals

- Local mom reveals \$5 trick to erase wrinkles. Shocking results exposed
- Illinois: Is it a scam? We investigated a work at home story and what we found may shock you!
- Illinois Teaching Program Now Enrolling. Fin. Aid for those who qualify. Receive free info today.

Done, but with errors on page. Internet 100%

Risks of Social Media



Assault charge filed after tweet sent to journalist with epilepsy

By Ralph Ellis and [Madison Park](#), CNN

Updated 7:04 PM ET, Mon March 20, 2017



Journalist Kurt Eichenwald sought to find the person who sent him a strobe image via Twitter.

More from CNN



Nancy Pelosi has a major impeachment problem



Conor McGregor vs. Khabib Nurmagomedov Pre-UFC 229 Press...



Advertisement

Story highlights

Man also faces federal cyberstalking charge

Journalist says he suffered a seizure and received more flashing images

(CNN) — An additional charge has been filed against a Maryland man accused of tweeting an animated strobe image to a journalist with epilepsy, prosecutors in Texas said Monday.

John Rayne Rivello, 29, was charged with aggravated assault with a deadly weapon, said Brittany Dunn with

the Dallas County District Attorney's Office.

Thank You
Questions?



Excerpt (without footnotes) from **Dubois and Sullivan, *CONNECTICUT LEGAL ETHICS AND MALPRACTICE*[®], 4TH ED. (Full Court Press) due to be published Q2, 2020.** Used with permission of the author.

5-8:1 General Advertising Rules

Lawyers may communicate information regarding the lawyer's services through any media. The only content restriction on lawyer advertising is that it may not be false or misleading. The Grievance Committee maintains a publically accessible collection of advisory opinions on lawyer advertising. The Committee prohibits use of superlatives unless they can be factually verified. Advertising that contains reference to selection by rating groups such as Super Lawyers and Martindale- Hubbell must also contain information on the rating or selection process.

All Advertising solicitations must contain the name and contact information of at least one Connecticut-admitted lawyer responsible for the content of the ad. Contact information is defined by commentary to the rule as including a website address, telephone number, an e-mail address or a physical office location. If the advertising solicitation is in the form of a writing or an audio or video recording directed to a prospective client known to be in need of legal services, it must contain a clear and prominent label in red ink that says "Advertising Material" on the first page and on the lower left corner of any envelope and at the beginning and the end of any solicitation by audio or video recording or other electronic means. If the advertising is in the form of a brochure or pamphlet, the words "Advertising Material" must appear in red on the address panel. "Being in need of legal services in a particular matter" requires knowledge that the recipient is actually involved in a legal proceeding.

If a lawyer's advertising contains information on the fee to be charged, whether or not the fee is contingent on the outcome, the ad must contain, in type of the same size and style as the information regarding the fee as to whether and to what extent the client will be responsible for costs. Any lawyer who uses advertising that contains a specific range of fees for a specific service must honor the advertised fee or range for at least 90 days. If the reference to a fee or a range of fees is in a phone book or other advertising hat is published annually, the fees must be honored for no less than one year following publication.

Lawyer advertising is regulated in Connecticut under both the Unfair Trade Practices Act and the Rules of Professional Conduct. Rule 7.2, Commentary, "Communications about Fields of Practice" allows a lawyer to communicate that she does or does not practice in a particular field of law. The rule specifically allows lawyers admitted to the patent bar to use the designation "patent attorney" and a lawyer engaged in admiralty to use terms which describe this area of concentration. The rule prohibits a lawyer from stating or implying a specialty in any other area unless she has been certified in a specialization by a board or body that has been recognized by the superior court under procedures established by Rule 7.4A or by

an organization accredited by the American Bar Association and the lawyer has been certified by an approved entity. At present the Legal Specialization Screening Committee established by Rule 7.4B has only recognized approved specialist certifications in the areas of civil and criminal litigation, workers compensation, consumer and business bankruptcy, elder law and child welfare law. In 2013, the Rules Committee rejected proposals to add Social Security law or pretrial advocacy. The Committee has received proposals to add family law, elder law and real estate, but these proposals have not received final approval as of publication of this book.

The 2019 amendments added section 7.2(d)(1) that a lawyer may advertise a certification or specialist designation received from any organization approved by the American Bar Association. It is unknown whether there are any such organizations who are not also already approved by the superior court Rules committee under Practice Book 7-4A. Questions about permitted claims of specialization should be directed to the Statewide Bar Counsel which manages and enforces the advertising registration and audit program. Practice Book 2-28B contains a provision allowing an advertiser to request an advisory opinion as to a question about the propriety of an advertising claim or language.

The commentary to Rule 7.1 allows lawyers to indicate that she “concentrates in,” “focuses on” or that his practice is “limited to” particular fields as long as the statements are not false or misleading. The commentary goes on to note that a lawyer is prohibited from using terms such as “specialist,” “certified,” “board certified,” “expert” or any variation unless the lawyer has been certified in accordance with the Rule 7.4A procedures. Reference to an AV rating in Martindale-Hubbell with an explanation of what the term means is permissible.

5-8:2 Pre-Filing of Advertisements

Advertising must be filed with the Grievance Committee prior to or concurrently with the first dissemination of the advertising. Certain advertising, such as telephone directory listings, law lists, and communications sent to existing or former clients are exempted from the filing requirement. Videos, such as on YouTube, may be registered as ads by registering the URL for the video quarterly. A copy of all ads must be made quarterly and kept for three years after its last dissemination.

Records of all advertising, including the contents and information about where and when it was used must be kept for three years after the last dissemination of the material. Lawyer advertising is subject to random auditing by the Grievance Committee. The Grievance Committee will issue an advisory opinion on a proposed lawyer ad.

5-8:3 Advisory Opinion on Advertising

Practice Book 2-28B establishes a process whereby attorneys wishing to have proposed advertisements reviewed for rule compliance may submit them to the

Grievance Committee. The Committee maintains a web presence where one can review opinions it has issued in such cases. While it is sometimes difficult to determine just what was approved because the opinion does not contain a copy of the proposed ad, reference to these opinions can give a practitioner some sense of what is allowed in certain situations.

5-8:4 Approved and Rejected Advertising Decisions

Past opinions have approved a listing of general areas of practice such as personal injury, dog bites, auto accidents and such without any claim of expertise or specialization. But an ad which referred to areas of “particular emphasis,” “focused” practice and claimed that an attorney was “uniquely qualified” was not. The use of a claim that a firm was the largest law firm in eastern Connecticut was acceptable, though the Committee noted that it did not conduct a survey and was taking the applicant’s word for this. However, the Committee found a claim that a firm was “the Firm for results in legal matters for the Hispanic Community” to be misleading and without factual support. The “moniker” “LadyDUI” and the term “DUI defense” were found to be an acceptable adoption of a trade name and identification of an area of practice, not improperly implying a specialization where one did not exist.

An ad which appeared to compare the firm’s lawyers to “today’s lawyer” and implied that the firm’s professionals possessed more expertise in certain areas than did the unidentified “today’s lawyer” was disapproved. A trade name “The Employment Law Office of [Name]” was found to be acceptable as was “15% Lawyer.” An advertisement touting “superb results” and claiming the “highest degree of skill” was found to lack reasonable factual support and was disapproved. Statements such as “the highest level of service” and “superior representation” are insupportable opinion and not approved. An advertisement describing the firm’s attorneys as “caring, seasoned and steadfast” was approved. The use of “Super Lawyer” has been examined and approved with certain restrictions as to specialty designation and requiring information related to the selection process. The Committee has also recognized that language which might be misleading in an advertisement directed to the public may be acceptable in one directed only to other attorneys.

Testimonials are allowed as long as factually true. A claim that a prepaid legal services plan “revolutionizes” both legal and car insurance was deemed misleading. But at least in one opinion the Grievance Committee noted that it must “ascribe some level of reasonableness to potential clients who would understand that a statement was “in the nature of advertising” and not be taken literally.

An advertising tag-line that provides “we put you first if you become a car accident victim” complies with advertising rules. An “on-hold” message does not have to be pre-filed as advertising. An “on-hold” message must contain the full name of a responsible lawyer. The requirement that the advertising contain the name of a responsible lawyer is not met by use of a firm name. Tag-lines, a/k/a/ “advertising phrases” are allowed if the contents comply with advertising rules. Testimonials are

permitted if from actual clients, though the clients' identities do not have to be revealed. Use of the designation Super Lawyer is approved. Use of the adjective "experienced" to describe an attorney is permitted if factually true. A lawyer may not advertise expertise in DUI law as there is no recognized specialty for that practice area.

The Grievance Committee will not address possible constitutional challenges to the advertising rules in a request for an advisory opinion. The name of a responsible lawyer must appear for the duration of a commercial. An advertising tag-line "we win" impermissibly suggests a guarantee of a result. .

The common theme running through all of the advertising decisions is that the Committee views advertising from the perspective of whether it is false or misleading or might be misunderstood or misinterpreted by the average consumer. This approach is not dissimilar to that found in unfair trade practice regulation which prohibits "unfair methods of competition and unfair or deceptive acts or practices in the conduct of any trade or commerce."

Granted, all advertising is self-laudatory, and an ad that is too bland and contains no attempt at differentiating the advertiser from any other practitioner may not be worth the effort. Yet lawyer advertising remains a regulated form of commercial speech and Connecticut is one of the states with a robust and aggressive advertising regulatory regime. Thus, caution and conservatism are the best approach.

5-9 PAID REFERRALS OR RECOMMENDATIONS

Lawyers may not give anything of value to another for recommending the lawyer's services. Paying for, or receiving payment for recommending the services of a lawyer is a felony. Notwithstanding these prohibitions, a lawyer may pay the reasonable costs of cooperative advertising, charges related to a not-for-profit or qualified lawyer referral service, or related to paying for the purchase of a law firm. A lawyer may share the costs of cooperative advertising with non-lawyers. A lawyer may participate in a prepaid legal services program, even though the advertising is paid for by another. A lawyer may advertise jointly with non-lawyers as long as it is clear that the professional are not legally associated and the ad contains language sufficient to prevent confusion.

A lawyer may participate in an Internet-based "matching" program wherein the lawyer pays a fee to be matched with or have his name provided to consumers who seek legal representation in a particular field.

A lawyer may pay a lead generator, including internet-based lead services, as long as the lead generator does not recommend the lawyer, any payment to the lead generator is consistent with Rules 1.5(e) (fee splitting) and 5.4 (professional independence of the lawyer), and the lead generator does not state, imply or create

a reasonable impression that it is recommending the lawyer, is making the referral without payment from the lawyer, or has analyzed the person's legal problems when determining which lawyer should get the referral.

The seminal Connecticut case involving lawyer matching services was *Zelotes v. Rousseau*. In *Zelotes*, a lawyer filed grievances against five Connecticut lawyers and against lawyers in 47 other states related to their participation in a legal matching and referral program called Total Attorneys or Total Bankruptcy. After a contentious hearing, the Grievance Committee dismissed the case, holding that though the matter was a close one and might have had a different result "on slightly different facts", because the program was essentially cooperative advertising and not lead-selling, there was no violation of Rule 7.2(c). After the Connecticut decision, all of the complaints in other states were similarly disposed of.

The 2019 changes to Rule 7.2 have clarified that lead selling and buying is permitted as long as it is in compliance with the rules. Recommending a lawyer for profit is still a felony in Connecticut under Statute 51-87. Thus, operators of such sites and those doing business with them must be very careful to conform their product and processes to the law.

RULES OF PROFESSIONAL CONDUCT

Rule 7.1. Communications Concerning a Lawyer's Services

Effective: January 1, 2020

A lawyer shall not make a false or misleading communication about the lawyer or the lawyer's services. A communication is false or misleading if it contains a material misrepresentation of fact or law, or omits a fact necessary to make the statement considered as a whole not materially misleading.

[Amended June 26, 2006, effective January 1, 2007. Commentary amended June 13, 2014, effective January 1, 2015; July 16, 2019, effective January 1, 2020.]

Editors' Notes

OFFICIAL COMMENTARY

This Rule governs all communications about a lawyer's services, including advertising. Whatever means are used to make known a lawyer's services, statements about them must be truthful. Misleading truthful statements are prohibited by this Rule. A truthful statement is misleading if it omits a fact necessary to make the lawyer's communication considered as a whole not materially misleading. A truthful statement is misleading if a substantial likelihood exists that it will lead a reasonable person to formulate a specific conclusion about the lawyer or the lawyer's services for which there is no reasonable factual foundation. A truthful statement also is misleading if presented in a way that leads a reasonable person to believe the lawyer's communication requires that person to take further action when, in fact, no action is required.

A communication that truthfully reports a lawyer's achievements on behalf of clients or former clients may be misleading if presented without a disclaimer indicating that the communicated result is based upon the particular facts of that case so as to lead a reasonable person to form an unjustified expectation that the same results could be obtained for other clients in similar matters without reference to the specific factual and legal circumstances of each client's case. Similarly, an unsubstantiated claim about a lawyer's or law firm's services or fees, or an unsubstantiated comparison of the lawyer's services or fees with those of other lawyers or law firms may be misleading if presented with such specificity as would lead a reasonable person to conclude that the comparison or claim can be substantiated. The inclusion of an appropriate disclaimer or qualifying language may preclude a finding that a statement is likely to create unjustified expectations or otherwise mislead the public.

It is professional misconduct for a lawyer to engage in conduct involving dishonesty, fraud, deceit or misrepresentation. Rule 8.4 (3). See also Rule 8.4 (5) for the prohibition against stating or implying an ability to improperly influence a government agency or official or to achieve results by means that violate the Rules of Professional Conduct or other law.

Firm names, letterhead and professional designations are communications concerning a lawyer's services. A firm may be designated by the names of all or some of its current members, by the names of deceased or retired members where there has been a succession in the firm's identity or by a trade name if it is not false or misleading. A lawyer or law firm also may be designated by a distinctive website address, social media username or comparable professional designation that is not misleading. A law firm name or designation is misleading if it implies a connection with a government agency, with a deceased lawyer who was not a former member of the firm, with a lawyer not associated with the firm or a predecessor firm, with a nonlawyer or with a public or charitable legal services organization. If a firm uses a trade name that includes a geographical name such as "Springfield Legal Clinic," an express statement explaining that it is not a public legal aid organization may be required to avoid a misleading implication.

Letterhead identification of the lawyers in the office of the firm shall indicate the jurisdictional limitations on those not licensed to practice in the jurisdiction where the office is located.

A law firm with offices in more than one jurisdiction may use the same name or other professional designation in each jurisdiction.

Lawyers may not imply or hold themselves out as practicing together in one firm when they are not a firm, as defined in Rule 1.0 (d), because to do so would be false and misleading.

It is misleading to use the name of a lawyer holding a public office in the name of a law firm, or in communications on the law firm's behalf, during any substantial period in which the lawyer is not actively and regularly practicing with the firm.

Rule 7.2. Communications Concerning a Lawyer's Services: Specific Rules

Effective: January 1, 2020

(a) A lawyer may communicate information regarding the lawyer's services through any media.

(b)(1) A copy or recording of a communication regarding the lawyer's services shall be kept for three years after its last dissemination along with a record of when and where it was used. An electronic communication regarding the lawyer's services shall be copied once every three months on a compact disc or similar technology and kept for three years after its last dissemination.

(2) A lawyer shall comply with the mandatory filing requirement of [Practice Book Section 2-28A](#).

(c) A lawyer shall not compensate, give or promise anything of value to a person for recommending the lawyer's services, except that a lawyer may:

(1) pay the reasonable cost of advertisements or communications permitted by this Rule;

(2) pay the usual charges of a not-for-profit or qualified lawyer referral service;

(3) pay for a law practice in accordance with [Rule 1.17](#);

(4) refer clients to another lawyer or a nonlawyer professional pursuant to an agreement not otherwise prohibited under these Rules that provides for the other person to refer clients or customers to the lawyer, if:

(A) the reciprocal referral agreement is not exclusive; and

(B) the client is informed of the existence and nature of the agreement; and

(5) give a nominal gift as an expression of appreciation, provided that such a gift is neither intended nor reasonably expected to be a form of compensation for recommending a lawyer's services, and such gifts are limited to no more than two per year to any recipient.

(d) A lawyer shall not state or imply that a lawyer is certified as a specialist in a particular field of law, unless:

(1) the lawyer is currently certified as a specialist in that field of law by a board or other entity which is approved by the Rules Committee of the Superior Court of this state or by an organization accredited by the American Bar Association; and

(2) the name of the certifying organization is clearly identified in the communication.

(e) Any communication made under this Rule must include the name and contact information of at least one lawyer admitted in Connecticut responsible for its content. In the case of television advertisements, the name, address and telephone number of the lawyer admitted in Connecticut shall be displayed in bold print for fifteen seconds or the duration of the commercial, whichever is less, and shall be prominent enough to be readable.

(f) Every communication that contains information about the lawyer's fee, including those indicating that the charging of a fee is contingent on outcome, or that no fee will be charged in the absence of a recovery, or that the fee will be a percentage of the recovery, shall disclose whether and to what extent the client will be responsible for any court costs and expenses of litigation. The disclosure concerning court costs and expenses of litigation shall be in the same print size and type as the information regarding the lawyer's fee and, if broadcast, shall appear for the same duration as the information regarding the lawyer's fee. If the information regarding the fee is spoken, the disclosure concerning court costs and expenses of litigation shall also be spoken.

(g) A lawyer who communicates a specific fee or range of fees for a particular service shall honor the fee or range of fees described in the communication for at least ninety days unless the communication specifies a shorter period; provided that, for communications in the yellow pages of telephone directories or other media not published more frequently than annually, the fee or range of fees described in the communication shall be honored for no less than one year following publication.

(h) A lawyer and service may participate in an internet based client to lawyer matching service, provided the service otherwise complies with the Rules of Professional Conduct. If the service provides an exclusive referral to a lawyer or law firm for a particular practice area in a particular geographical region, then the service must comply with subsection (e).

OFFICIAL COMMENTARY

This Rule permits public dissemination of information concerning a lawyer or law firm's name, address, e-mail address, website, and telephone number; the kinds of services the lawyer will undertake; the basis on which the lawyer's fees are determined, including prices for specific services and payment and credit arrangements; whether and to what extent the client will be responsible for any court costs and expenses of litigation; lawyer's foreign language ability; names of references and, with their consent, names of clients regularly represented; and other information that might invite the attention of those seeking legal assistance.

Record of Communications. Subsection (b) requires that a record of the content and use of advertising be kept in order to facilitate enforcement of this Rule. It does not require that advertising be subject to review prior to dissemination. Such a requirement would be burdensome and expensive relative to its possible benefits, and may be of doubtful constitutionality.

Paying Others To Recommend a Lawyer. Except as permitted under subsection (c)(1) through (c)(5), lawyers are not permitted to pay others for recommending the lawyer's services. A communication contains a recommendation if it endorses or vouches for a lawyer's credentials, abilities, competence, character, or other professional qualities. Directory listings and group advertisements that list lawyers by practice area, without more, do not constitute impermissible "recommendations."

Subsection (c)(1) allows a lawyer to pay for advertising and communications permitted by this Rule, including the costs of print directory listings, on-line directory listings, newspaper advertisements, television and radio airtime, domain name registrations, sponsorship fees, advertisements, Internet-based advertisements, and group advertising. A lawyer may compensate employees, agents and vendors who are engaged to provide marketing or client development services, such as publicists, public relations personnel, business development staff, television and radio employees or spokespersons, and website designers. See also Rule 5.3 (duties of lawyers and law firms with respect to the conduct of nonlawyers); Rule 8.4 (a) (duty to avoid violating the Rules through the acts of another).

Pursuant to subsection (c)(4), a lawyer also may agree to refer clients to another lawyer or a nonlawyer professional, in return for the undertaking of that person to refer clients or customers to the lawyer. Such reciprocal referral arrangements must not interfere with the lawyer's professional judgment as to making referrals or as to providing substantive legal services. See Rules 2.1 and 5.4 (c). Except as provided in Rule 1.5 (e), a lawyer who receives referrals from a lawyer or nonlawyer professional must not pay anything solely for the referral, but the lawyer does not violate subsection (c) of this Rule by agreeing to refer clients to the other lawyer or nonlawyer professional, so long as the reciprocal referral agreement is not exclusive and the client is informed of the referral agreement. Conflicts of interest created by such arrangements are governed by Rule 1.7. Reciprocal referral agreements should not be of indefinite duration and should be reviewed periodically to determine whether they comply with these Rules. This Rule does not restrict referrals or divisions of revenues or net income among lawyers within firms comprised of multiple entities.

Subsection (c)(5) permits lawyers to give nominal gifts as an expression of appreciation to a person for recommending the lawyer's services or referring a prospective client. The gift may not be more than a token item as might be given for holidays, or other ordinary social hospitality. A gift is prohibited if the value of the gift is more than \$50, or otherwise indicates a sharing of either legal fees or the ultimate recovery in the referred case, or if the gift is offered or given in consideration

of any promise, agreement or understanding that such a gift would be forthcoming or that referrals would be made or encouraged in the future.

A lawyer may pay others for generating client leads, such as Internet-based client leads, as long as the lead generator does not recommend the lawyer, any payment to the lead generator is consistent with Rules 1.5 (e) (division of fees) and 5.4 (professional independence of the lawyer), and the lead generator's communications are consistent with Rule 7.1 (communications concerning a lawyer's services). To comply with Rule 7.1, a lawyer must not pay a lead generator that states, implies, or creates a reasonable impression that it is recommending the lawyer, is making the referral without payment from the lawyer, or has analyzed a person's legal problems when determining which lawyer should receive the referral. See *Paying Others To Recommend a Lawyer* above (definition of "recommendation"). See also Rule 5.3 (duties of lawyers and law firms with respect to the conduct of nonlawyers); Rule 8.4 (a) (duty to avoid violating the Rules through the acts of another).

A lawyer may pay the usual charges of a legal service plan or a not-for-profit or qualified lawyer referral service. A legal service plan is a prepaid or group legal service plan or a similar delivery system that assists people who seek to secure legal representation. A lawyer referral service, on the other hand, is any organization that holds itself out to the public as a lawyer referral service. Such referral services are understood by the public to be consumer oriented organizations that provide unbiased referrals to lawyers with appropriate experience in the subject matter of the representation and afford other client protections, such as complaint procedures or malpractice insurance requirements. Consequently, this Rule only permits a lawyer to pay the usual charges of a not-for-profit or qualified lawyer referral service. A qualified lawyer referral service is one that is approved by an appropriate regulatory authority as affording adequate protections for the public. See, e.g., the American Bar Association's Model Supreme Court Rules Governing Lawyer Referral Services and Model Lawyer Referral and Information Service Quality Assurance Act.

A lawyer who accepts assignments or referrals from a legal service plan or referrals from a lawyer referral service must act reasonably to assure that the activities of the plan or service are compatible with the lawyer's professional obligations. See Rule 5.3. Legal service plans and lawyer referral services may communicate with the public, but such communication must be in conformity with these Rules. Thus, advertising must not be false or misleading, as would be the case if the communications of a group advertising program or a group legal services plan would mislead the public to think that it was a lawyer referral service sponsored by a state agency or bar association.

Communications about Fields of Practice. Subsection (a) of this Rule permits a lawyer to communicate that the lawyer does or does not practice in particular areas of law. A lawyer is generally permitted to state that the lawyer "concentrates in," "focuses on," or that the practice is "limited to" particular fields of practice, but such communications are subject to the "false and misleading" standard applied in Rule 7.1 to communications concerning a lawyer's services.

The Patent and Trademark Office has a long established policy of designating lawyers practicing before the Office. The designation of Admiralty practice also has a long historical tradition associated with maritime commerce and the federal courts. A lawyer's communications about these practice areas are not prohibited by this Rule.

This Rule permits a lawyer to state that the lawyer is certified as a specialist in a field of law if such lawyer is currently certified as a specialist in that field of law by a board or other entity which is approved by the Rules Committee of the Superior Court of this state or by an organization accredited by the American Bar Association. Certification signifies that an objective entity has recognized an advanced degree of knowledge and experience in the specialty area greater than is suggested by general licensure to practice law. Certifying organizations may be expected to apply standards of experience, knowledge and proficiency to ensure that a lawyer's recognition as a specialist is meaningful and reliable. To ensure that consumers can obtain access to useful information about an organization granting certification, the name of the certifying organization must be included in any communication regarding the certification.

Required Contact Information. This Rule requires that any communication about a lawyer or law firm's services include the name of, and contact information for, the lawyer or law firm. Contact information includes a website address, a telephone number, an e-mail address or a physical office location.

Rule 7.3. Solicitation of Clients

Effective: January 1, 2020

(a) "Solicitation" or "solicit" denotes a communication initiated by or on behalf of a lawyer or law firm that is directed to a specific person the lawyer knows or reasonably should know needs legal services in a particular matter and that offers to provide, or reasonably can be understood as offering to provide, legal services for that matter.

(b) A lawyer shall not solicit professional employment by live person-to-person contact when a significant motive for the lawyer's doing so is the lawyer's or law firm's pecuniary gain unless the contact is:

(1) With a lawyer or a person who has a family, close personal or prior business or professional relationship with the lawyer;

(2) Under the auspices of a public or charitable legal services organization;

(3) Under the auspices of a bona fide political, social, civic, fraternal, employee or trade organization whose purposes include but are not limited to providing or recommending legal services, if the legal services are related to the principal purposes of the organization;

(4) With a person who routinely uses for business purposes the type of legal services offered by the lawyer or with a business organization, a not-for-profit organization or governmental body and the lawyer seeks to provide services related to the organization.

(c) A lawyer shall not solicit professional employment even when not otherwise prohibited by subsection (b) if:

(1) The lawyer knows or reasonably should know that the physical, emotional or mental state of the person makes it unlikely that the person would exercise reasonable judgment in employing a lawyer;

(2) The target of the solicitation has made known to the lawyer a desire not to be solicited by the lawyer;

(3) The solicitation involves coercion, duress, fraud, overreaching, harassment, intimidation or undue influence; or

(4) The solicitation concerns an action for personal injury or wrongful death or otherwise relates to an accident or disaster involving the person to whom the solicitation is addressed or a relative of that person, unless the accident or disaster occurred more than forty days prior to the mailing of the solicitation, or the recipient is a person or entity within the scope of subsection (b) of this Rule.

(d) This Rule does not prohibit communications authorized by law or ordered by a court or other tribunal.

(e) Every written solicitation, as well as any solicitation by audio or video recording, or other electronic means, used by a lawyer for the purpose of obtaining professional employment from anyone known to be in need of legal services in a particular matter, must be clearly and prominently labeled “Advertising Material” in red ink on the first page of any written solicitation and the lower left corner of the outside envelope or container, if any, and at the beginning and ending of any solicitation by audio or video recording or other electronic means. If the written solicitation is in the form of a self-mailing brochure or pamphlet, the label “Advertising Material” in red ink shall appear on the address panel of the brochure or pamphlet. Communications solicited by clients or any other person, or if the recipient is a person or entity within the scope of subsection (b) of this Rule, need not contain such marks. No reference shall be made in the solicitation to the solicitation having any kind of approval from the Connecticut bar. Such written solicitations shall be sent only by regular United States mail, not by registered mail or other forms of restricted delivery.

(f) Notwithstanding the prohibitions in this Rule, a lawyer may participate with a prepaid or group legal service plan operated by an organization not owned or directed by the lawyer which uses live person-to-person contact to enroll members or sell subscriptions for the plan from persons who are not known to need legal services in a particular matter covered by the plan.

OFFICIAL COMMENTARY

Subsection (b) prohibits a lawyer from soliciting professional employment by live person-to-person contact when a significant motive for the lawyer’s doing so is the lawyer’s or the law firm’s pecuniary gain. A lawyer’s communication is not a solicitation if it is directed to the general public, such as through a billboard, an Internet banner advertisement, a website or a television commercial, or if it is in response to a request for information or is automatically generated in response to electronic searches.

“Live person-to-person contact” means in-person, face-to-face, live telephone and other real-time visual or auditory person-to-person communications where the person is subject to a direct personal encounter without time for reflection. Such person-to-person contact does not include chat rooms, text messages or other written communications that recipients may easily disregard. A potential for overreaching exists when a lawyer, seeking pecuniary gain, solicits a person known to be in need of legal services. This form of contact subjects a person to the private importuning of the trained advocate in a direct interpersonal encounter. The person, who may already feel overwhelmed by the circumstances giving rise to the need for legal services, may find it difficult to fully evaluate all available alternatives with reasoned judgment and appropriate self-interest in the face of the lawyer’s presence and insistence upon an immediate response. The situation is fraught with the possibility of undue influence, intimidation, and overreaching.

The potential for overreaching inherent in live person-to-person contact justifies its prohibition, since lawyers have alternative means of conveying necessary information. In particular, communications can be mailed or transmitted by e-mail or other electronic means that do not

violate other laws. These forms of communications make it possible for the public to be informed about the need for legal services, and about the qualifications of available lawyers and law firms, without subjecting the public to live person-to-person persuasion that may overwhelm a person's judgment.

The contents of live person-to-person contact can be disputed and may not be subject to a third-party scrutiny. Consequently, they are much more likely to approach (and occasionally cross) the dividing line between accurate representations and those that are false and misleading.

There is far less likelihood that a lawyer would engage in overreaching against a former client, or a person with whom the lawyer has a close personal, family, business or professional relationship, or in situations in which the lawyer is motivated by considerations other than the lawyer's pecuniary gain. Nor is there a serious potential for overreaching when the person contacted is a lawyer or is known to routinely use the type of legal services involved for business purposes. Examples include persons who routinely hire outside counsel to represent the entity; entrepreneurs who regularly engage business, employment law or intellectual property lawyers; small business proprietors who routinely hire lawyers for lease or contract issues; and other people who routinely retain lawyers for business transactions or formations. Subsection (b) is not intended to prohibit a lawyer from participating in constitutionally protected activities of public or charitable legal service organizations or bona fide political, social, civic, fraternal, employee or trade organizations whose purposes include providing or recommending legal services to their members or beneficiaries.

A solicitation that contains false or misleading information within the meaning of Rule 7.1, that involves coercion, duress or harassment within the meaning of Rule 7.3 (c)(3), or that involves contact with someone who has made known to the lawyer a desire not to be solicited by the lawyer within the meaning of Rule 7.3 (c)(2) is prohibited. Live person-to-person contact of individuals who may be especially vulnerable to coercion or duress is ordinarily not appropriate, for example, the elderly, those whose first language is not English, or the disabled.

This Rule does not prohibit a lawyer from contacting representatives of organizations or groups that may be interested in establishing a group or prepaid legal plan for their members, insureds, beneficiaries or other third parties for the purpose of informing such entities of the availability of and details concerning the plan or arrangement which the lawyer or lawyer's firm is willing to offer. This form of communication is not directed to people who are seeking legal services for themselves. Rather, it is usually addressed to an individual acting in a fiduciary capacity seeking a supplier of legal services for others who may, if they choose, become prospective clients of the lawyer. Under these circumstances, the activity which the lawyer undertakes in communicating with such representatives and the type of information transmitted to the individual are functionally similar to and serve the same purpose as advertising permitted under Rule 7.2.

Communications authorized by law or ordered by a court or tribunal include a notice to potential members of a class in class action litigation.

Subsection (f) of this Rule permits a lawyer to participate with an organization that uses personal contact to solicit members for its group or prepaid legal service plan, provided that the personal contact is not undertaken by any lawyer who would be a provider of legal services through the plan. The organization must not be owned by or directed (whether as manager or otherwise) by any lawyer or law firm that participates in the plan. For example, subsection (f) would not permit a lawyer to create an organization controlled directly or indirectly by the lawyer and use the organization for the in-person or telephone solicitation of legal employment of the lawyer through memberships in the plan or otherwise. The communication permitted by these organizations also must not be directed to a person known to need legal services in a particular matter, but is to be designed to inform potential plan members generally of another means of affordable legal services. Lawyers who participate in a legal service plan must reasonably ensure that the plan sponsors are in compliance with Rules 7.1, 7.2 and 7.3(c).

Rule 7.4. Communication of Fields of Practice [Repealed effective January 1, 2020]

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Rule 7.4A. Certification as Specialist

Effective: January 1, 2020

(a) A lawyer shall not state or imply that he or she is a specialist in a field of law unless the lawyer is currently certified as a specialist in that field of law by a board or other entity which is approved by the Rules Committee of the Superior Court of this state or by an organization accredited by the American Bar Association. Among the criteria to be considered by the Rules Committee in determining upon application whether to approve a board or entity as an agency which may certify lawyers practicing in this state as being specialists, shall be the requirement that the board or entity certify specialists on the basis of published standards and procedures which (1) do not discriminate against any lawyer properly qualified for such certification, (2) provide a reasonable basis for the representation that lawyers so certified possess special competence, and (3) require redetermination of the special qualifications of certified specialists after a period of not more than five years.

(b) Upon certifying a lawyer practicing in this state as being a specialist, the board or entity that certified the lawyer shall notify the Statewide Grievance Committee of the name and juris number of the lawyer, the specialty field in which the lawyer was certified, the date of such certification and the date such certification expires.

(c) A lawyer shall not state that he or she is a certified specialist if the lawyer's certification has terminated, or if the statement is otherwise contrary to the terms of such certification.

(d) Certification as a specialist may not be attributed to a law firm.

(e) Lawyers may be certified as specialists in the following fields of law:

(1) *Administrative Law*. The practice of law dealing with states, their political subdivisions, regional and metropolitan authorities and other public entities including, but not limited to, their rights and duties, financing, public housing and urban development, the rights of public employees, election law, school law, sovereign immunity, and constitutional law; practice before federal and state courts and governmental agencies.

(2) *Admiralty*. The practice of law dealing with all matters arising under the Carriage of Goods by Sea Act (COGSA), Harter Act, Jones Act, and federal and state maritime law including, but not limited to, the carriage of goods, collision and other maritime torts, general average, salvage, limitation of liability, ship financing, ship subsidies, the rights of injured sailors and longshoremen; practice before federal and state courts and governmental agencies (including the Federal Maritime Commission).

(3) *Antitrust*. The practice of law dealing with all matters arising under the Sherman Act, Clayton Act, Federal Trade Commission Act, Hart-Scott-Rodino Antitrust Improvements Act and state antitrust statutes including, but not limited to, restraints of trade, unfair competition, monopolization, price discrimination, restrictive practices; practice before federal and state courts and governmental agencies.

(4) *Appellate Practice*. The practice of law dealing with all procedural and substantive aspects of civil and criminal matters before federal and state appeals courts including, but not limited to, arguments and the submission of briefs.

(5) *Business Bankruptcy*. The practice of law dealing with all aspects of the United States Bankruptcy Code when the debtor was engaged in business before the institution of a Chapter 7, 9, or 11 proceeding. This includes, but is not limited to, business liquidations, business reorganizations, and related adversary and contested proceedings.

(6) *Child Welfare Law*. The practice of law representing children, parents or the government in all child protection proceedings including emergency, temporary custody, adjudication, disposition, foster care, permanency planning, termination, guardianship, and adoption. Child welfare law does not include representation in private child custody and adoption disputes where the state is not a party.

(7) *Consumer Bankruptcy*. The practice of law dealing with all aspects of the United States Bankruptcy Code when the debtor was not engaged in business before the institution of a Chapter 7, 12, or 13 proceeding. This includes, but is not limited to, liquidations, wage earner plans, family farmers and related adversary and contested proceedings.

(8) *Civil Rights and Discrimination*. The practice of law dealing with all matters arising under federal and state law relating to proper treatment in the areas of, among others, public accommodations, voting, employment, housing, administration of welfare and social security benefits; practice before federal and state courts and governmental agencies.

(9) *Civil Trial Practice*. The practice of law dealing with representation of parties before federal or state courts in all noncriminal matters.

(10) *Commercial Transactions*. The practice of law dealing with all aspects of commercial paper, contracts, sales and financing, including, but not limited to, secured transactions.

(11) *Consumer Claims and Protection*. The practice of law dealing with all aspects of consumer transactions including, but not limited to, sales practices, credit transactions, secured transactions and warranties; all matters arising under the Equal Credit Opportunity Act, the Fair Credit Reporting Act, the Magnuson-Moss Act, the Truth in Lending Act, state statutes such as the “Little FTC” acts, and other analogous federal and state statutes.

(12) *Corporate and Business Organizations*. The practice of law dealing with all aspects of the formation, operation and dissolution of corporations, partnerships (general and limited), agency and other forms of business organizations.

(13) *Corporate Finance and Securities*. The practice of law dealing with all matters arising under the Securities Act of 1933, Securities Exchange Act of 1934, Investment Advisors Act (or the Federal Securities Code, if adopted) and other federal and state securities statutes; financing corporate activities; mergers and acquisitions; practice before the Securities and Exchange Commission and state securities commissions.

(14) *Criminal*. The practice of law dealing with the prosecution or representation of persons accused of crimes at all stages of criminal proceedings in federal or state courts including, but not limited to, the protection of the accused's constitutional rights.

(15) *Elder Law*. The practice of law involving the counseling and representation of older persons and their representatives relative to the legal aspects of health and long term care planning and financing; public benefits; alternative living arrangements and attendant residents' rights under state and federal law; special needs counseling; surrogate decision making; decision making capacity; conservatorships; conservation, disposition, and administration of the estates of older persons and the implementation of decisions of older persons and their representatives relative to the foregoing with due consideration to the applicable tax consequences of an action, involving, when appropriate, consultation and collaboration with professionals in related disciplines. Lawyers certified in elder law must be capable of recognizing issues that arise during counseling and representation of older persons or their representatives with respect to the following: Abuse, neglect or exploitation of older persons; estate, trust, and tax planning; other probate matters. Elder law specialists must be capable of recognizing the professional conduct and ethical issues that arise during representation.

(16) *Environmental*. The practice of law dealing with all aspects of the regulation of environmental quality by both federal and state governments; control of air pollution, water pollution, noise pollution, toxic substances, pesticides, and civilian uses of nuclear energy; solid waste/resource recovery; all matters arising under the National Environmental Policy Act, Clean Air Act, Federal Water Pollution Control Act, Noise Control Act, Solid Waste Disposal Act, Toxic Substance Control Act and other federal and state environmental statutes; practice before federal and state courts and governmental agencies.

(17) *Estate Planning and Probate*. The practice of law dealing with all aspects of the analysis and planning for the conservation and disposition of estates, giving due consideration to the applicable tax consequences, both federal and state; the preparation of legal instruments in order to effectuate estate plans; administering estates, including tax related matters, both federal and state.

(18) *Family and Matrimonial*. The practice of law dealing with all aspects of antenuptial and

domestic relationships, separation and divorce, alimony and child support, distribution of assets, child custody matters and adoption, giving due consideration to the tax consequences, and court proceedings relating thereto.

(19) *Government Contracts and Claims*. The practice of law dealing with all aspects of the negotiation and administration of contracts with federal and state governmental agencies.

(20) *Immigration and Naturalization*. The practice of law dealing with obtaining and retaining permission to enter and remain in the United States including, but not limited to, such matters as visas, change of status, deportation and naturalization; representation of aliens before courts and governmental agencies; protection of aliens' constitutional rights.

(21) *International*. The practice of law dealing with all aspects of the relations among states, international business transactions, international taxation, customs and trade law and foreign and comparative law.

(22) *Labor*. The practice of law dealing with all aspects of employment relations (public and private) including, but not limited to, unfair labor practices, collective bargaining, contract administration, the rights of individual employees and union members, employment discrimination; all matters arising under the National Labor Relations Act (Wagner Act), Labor Management Relations Act (Taft-Hartley Act), Labor Management Reporting and Disclosure Act (Landrum-Griffin Act), Fair Labor Standards Act, Title VII of The Civil Rights Act of 1964, Occupational Safety and Health Act (OSHA), Employee Retirement Income Security Act (ERISA), other federal statutes and analogous state statutes; practice before the National Labor Relations Board, analogous state boards, federal and state courts, and arbitrators.

(23) *Military*. The practice of law dealing with the presentation of parties before courts-martial and other military tribunals in disputes arising under the Uniform Code of Military Justice; the representation of veterans and their dependents in seeking government benefits due to them on account of military service; handling civil law problems of the military.

(24) *Natural Resources*. The practice of law dealing with all aspects of the regulation of natural resources such as coal, oil, gas, minerals, water and public lands; the rights and responsibilities relating to the ownership and exploitation of such natural resources.

(25) *Patent, Trademark and Copyright.* The practice of law dealing with all aspects of the registration, protection and licensing of patents, trademarks or copyrights; practice before federal and state courts in actions for infringement and other actions; the prosecution of applications before the United States Patent and Trademark Office; counseling with regard to the law of unfair competition as it relates to patents, trademarks and copyrights.

(26)(A) Residential Real Estate. The practice of law dealing with all aspects of real property transactions involving single one-to-four family residential dwellings when the client uses such dwelling or expresses in writing the intent to use such dwelling as the client's primary or other residence including, but not limited to, real estate conveyances, title searches and property transfers, leases, condominiums, cooperatives, and other common interest communities, planned unit developments, mortgages, condemnation and eminent domain, zoning and land use planning, property taxes, and determination of property rights.

(B) Commercial Real Estate. The practice of law dealing with all aspects of real property transactions except for residential real estate as defined in subparagraph (A) of this subdivision, including, but not limited to, real estate conveyances, title searches and property transfers, leases, condominiums, cooperatives and other common interest communities, planned unit developments, mortgages, condemnation and eminent domain, zoning and land use planning, property taxes, real estate development and financing (with due consideration to tax and securities consequences) and determination of property rights.

(27) *Taxation.* The practice of law dealing with all matters arising under the Internal Revenue Code, Employee Retirement Income Security Act (ERISA), state and local tax laws and foreign tax laws, including counseling with respect thereto; practice before federal and state courts and governmental agencies.

(28) *Workers' Compensation.* The practice of law dealing with the representation of parties before federal and state agencies, boards and courts in actions to determine eligibility for workers' compensation, and disability.

Rule 7.4B. Legal Specialization Screening Committee

(a) The chief justice, upon recommendation of the Rules Committee of the Superior Court, shall appoint a committee of five members of the bar of this state which shall be known as the "Legal Specialization Screening Committee." The Rules Committee of the Superior Court shall designate one appointee as chair of the Legal Specialization Screening Committee and another as vice chair

to act in the absence or disability of the chair.

(b) When the committee is first selected, two of its members shall be appointed for a term of one year, two members for a term of two years, and one member for a term of three years, and thereafter all regular terms shall be three years. Terms shall commence on July 1. In the event that a vacancy arises in this position before the end of a term, the chief justice, upon recommendation of the Rules Committee of the Superior Court, shall appoint a member of the bar of this state to fill the vacancy for the balance of the term. The Legal Specialization Screening Committee shall act only with a concurrence of a majority of its members, provided, however, that three members shall constitute a quorum.

(c) The Legal Specialization Screening Committee shall have the power and duty to:

(1) Receive applications from boards or other entities for authority to certify lawyers practicing in this state as being specialists in a certain area or areas of law.

(2) Investigate each applicant to determine whether it meets the criteria set forth in [Rule 7.4A\(a\)](#).

(3) Submit to the Rules Committee of the Superior Court a written recommendation, with reasons therefor, for approval or disapproval of each application, or for the termination of any prior approval granted by the Rules Committee.

(4) Adopt regulations and develop forms necessary to carry out its duties under this section. The regulations and forms shall not become effective until first approved by the Rules Committee of the Superior Court.

(5) Consult with such persons deemed by the committee to be knowledgeable in the fields of law to assist it in carrying out its duties.

Rule 7.4C. Application by Board or Entity To Certify Lawyers as Specialists

Effective: January 1, 2020

Any board or entity seeking the approval of the Rules Committee of the Superior Court for authority to certify lawyers practicing in this state as being specialists in a certain field or fields of law as set forth in [Rule 7.4A \(e\)](#), shall file its application with the Legal Specialization Screening Committee pursuant to [Rule 7.4B](#) on form JD-ES-63. The application materials shall be filed in a format prescribed by the Legal Specialization Screening Committee, which may require them to be filed electronically.

OFFICIAL COMMENTARY

A firm may be designated by the names of all or some of its members, by the names of deceased members where there has been a continuing succession in the firm's identity or by a trade name such as the "ABC Legal Clinic." Although the United States Supreme Court has held that legislation may prohibit the use of trade names in professional practice, use of such names in law practice is acceptable so long as it is not misleading. If a private firm uses a trade name that includes a geographical name such as "Springfield Legal Clinic," an express disclaimer that it is a public legal aid agency may be required to avoid a misleading implication. It may be observed that any firm name including the name of a deceased partner is, strictly speaking, a trade name. The use of such names to designate law firms has proven a useful means of identification. However, it is misleading to use the name of a lawyer not associated with the firm or a predecessor of the firm.

With regard to subsection (d), lawyers sharing office facilities, but who are not in fact partners, may not denominate themselves as, for example, "Smith and Jones," for that title suggests partnership in the practice of law.

Rule 7.5. Firm Names and Letterheads [Repealed effective January 1, 2020]

Effective: January 1, 2020

PRACTICE BOOK PROVISIONS

Effective: January 1, 2020

Practice Book 1998, Sec. 2-28A

Sec. 2-28A. Attorney Advertising; Mandatory Filing

(a) Any attorney who advertises services to the public through any media, electronic or otherwise, or through written or recorded communication pursuant to [Rule 7.2 of the Rules of Professional Conduct](#) shall file a copy of each such advertisement or communication with the Statewide Grievance Committee either prior to or concurrently with the attorney's first dissemination of the advertisement or written or recorded

communication, except as otherwise provided in subsection (b) herein. The materials shall be filed in a format prescribed by the Statewide Grievance Committee, which may require them to be filed electronically. Any such submission in a foreign language must include an accurate English language translation.

The filing shall consist of the following:

- (1) A copy of the advertisement or communication in the form or forms in which it is to be disseminated (e.g., videotapes, DVDs, audiotapes, compact discs, print media, photographs of outdoor advertising);
- (2) A transcript, if the advertisement or communication is in video or audio format;
- (3) A list of domain names used by the attorney primarily to offer legal services, which shall be updated quarterly;
- (4) A sample envelope in which the written communication will be enclosed, if the communication is to be mailed;
- (5) A statement listing all media in which the advertisement or communication will appear, the anticipated frequency of use of the advertisement or communication in each medium in which it will appear, and the anticipated time period during which the advertisement or communication will be used.

(b) The filing requirements of subsection (a) do not extend to any of the following materials:

(1) An advertisement in the public media that contains only, in whole or in part, the following information, provided the information is not false or misleading:

(A) The name of the lawyer or law firm, a listing of lawyers associated with the firm, office addresses and telephone numbers, office and telephone service hours, fax numbers, website and e-mail addresses and domain names, and a designation such as "attorney" or "law firm";

(B) Date of admission to the Connecticut bar and any other bars and a listing of federal courts and jurisdictions where the lawyer is licensed to practice;

(C) Technical and professional licenses granted by the state or other recognized licensing authorities;

(D) Foreign language ability;

(E) Fields of law in which the lawyer practices or is designated, subject to the requirements of Rule 7.1, or is certified pursuant to Rule 7.4A;

(F) Prepaid or group legal service plans in which the lawyer participates;

(G) Acceptance of credit cards;

(H) Fee for initial consultation and fee schedule; and

(1) A listing of the name and geographic location of a lawyer or law firm as a sponsor of a public service announcement or charitable, civic or community program or event.

(2) An advertisement in a telephone directory;

(3) A listing or entry in a regularly published law list;

(4) An announcement card stating new or changed associations, new offices, or similar changes relating to an attorney or firm, or a tombstone professional card;

(5) A communication sent only to:

(A) Existing or former clients;

(B) Other attorneys or professionals; business organizations including trade groups; not-for-profit organizations; governmental bodies and/or

(C) Members of a not-for-profit organization that meets the following conditions: the primary purposes of the organization do not include the rendition of legal services; the recommending, furnishing, paying for or educating persons regarding legal services is incidental and reasonably related to the primary purposes of the organization; the organization does not derive a financial benefit from the rendition of legal services by an attorney; and the person for whom the legal services are rendered, and not the organization, is recognized as the client of the attorney who is recommended, furnished, or paid for by the organization.

(6) Communication that is requested by a prospective client.

(7) The contents of an attorney's Internet website that appears under any of the domain names submitted pursuant to subdivision (3) of subsection (a).

(c) If requested by the Statewide Grievance Committee, an attorney shall promptly submit information to substantiate statements or representations made or implied in any advertisement in the public media and/or written or recorded communications.

(d) The statewide bar counsel shall review advertisements and communications filed pursuant to this section that have been selected for such review on a random basis. If after such review the statewide bar counsel determines that an advertisement or communication does not comply with the Rules of Professional Conduct, the statewide bar counsel shall in writing advise the attorney responsible for the advertisement or communication of the noncompliance and shall attempt to resolve the matter with such attorney. If the matter is not resolved to the satisfaction of the statewide bar counsel, he or she shall forward the advertisement or communication and a statement describing the attempt to resolve the matter to the Statewide Grievance Committee for review. If, after reviewing the advertisement or communication, the Statewide Grievance Committee determines that it violates the Rules of Professional Conduct, it shall forward a copy of its file to the disciplinary counsel and direct the disciplinary counsel to file a presentment against the attorney in the Superior Court.

(e) The procedure set forth in subsection (d) shall apply only to advertisements and communications that are reviewed as part of the random review process. If an advertisement or communication comes to the attention of the statewide bar counsel other than through that process, it shall be handled pursuant to the grievance procedure that is set forth in [Section 2-29 et seq.](#)

(f) The materials required to be filed by this section shall be retained by the Statewide Grievance Committee for a period of one year from the date of their filing, unless, at the expiration of the one year period, there is pending before the Statewide Grievance Committee, a reviewing committee, or the court a proceeding concerning such materials, in which case the materials that are the subject of the proceeding shall be retained until the expiration of the proceeding or for such other period as may be prescribed by the Statewide Grievance Committee.

(g) Except for records filed in court in connection with a presentment brought pursuant to subsection (d), records maintained by the statewide bar counsel, the Statewide Grievance Committee and/or the Disciplinary Counsel's Office pursuant to this section shall not be public. Nothing in this rule shall prohibit the use or consideration of such records in any subsequent disciplinary or client security fund proceeding and such records shall be available in such proceedings to a judge of the Superior Court or to the standing committee on recommendations for admission to the bar, to disciplinary counsel, to the statewide bar counsel or assistant bar counsel, or, with the consent of the respondent, to any other person, unless otherwise ordered by the court.

(h) Violation of subsections (a) or (c) shall constitute misconduct.

]

Sec. 2-28B. --Advisory Opinions

(a) An attorney who desires to secure an advance advisory opinion concerning compliance with the Rules of Professional Conduct of a contemplated advertisement or communication may submit to the Statewide Grievance Committee, not less than 30 days prior to the date of first dissemination, the material specified in [Section 2-28A\(a\)](#) accompanied by a fee established by the chief court administrator. It shall not be necessary to submit a videotape or DVD if the videotape or DVD has not then been prepared and the production script submitted reflects in detail and accurately the actions, events, scenes, and background sounds that will be depicted or contained on such videotapes or DVDs, when prepared, as well as the narrative transcript of the verbal and printed portions of such advertisement.

(b) An advisory opinion shall be issued, without a hearing, by the Statewide Grievance Committee or by a reviewing committee assigned by the Statewide Grievance Committee. Such reviewing committee shall consist of at least three members of the Statewide Grievance Committee, at least one-third of whom are not attorneys.

(c) An advisory opinion issued by the Statewide Grievance Committee or a reviewing committee finding noncompliance with the Rules of Professional Conduct is not binding in a disciplinary proceeding, but a finding of compliance is binding in favor of the submitting attorney in a disciplinary proceeding if the representations, statements, materials, facts and written assurances received in connection therewith are not false or misleading. The finding constitutes admissible evidence if offered by a party. If a request for an advisory opinion is made within 60 days of the effective date of this section, the Statewide Grievance Committee or reviewing committee shall issue its advisory opinion within 45 days of the filing of the request. Thereafter, the Statewide Grievance Committee or reviewing committee shall issue its advisory opinion within 30 days of the filing of the request. For purposes of this section, an advisory opinion is issued on the date notice of the opinion is transmitted to the attorney who requested it pursuant to subsection (a) herein.

(d) If requested by the Statewide Grievance Committee or a reviewing committee, the attorney seeking an advisory opinion shall promptly submit information to substantiate statements or representations made or implied in such attorney's advertisement. The time period set forth in subsection (c) herein shall be tolled from the date of the committee's request to the date the requested information is filed with the committee.

(e) If an advisory opinion is not issued by the Statewide Grievance Committee or a reviewing committee within the time prescribed in this section, the advertisement or communication for which the opinion was sought shall be deemed to be in compliance with the Rules of Professional Conduct.

(f) If, after receiving an advisory opinion finding that an advertisement or communication violates the Rules of Professional Conduct, the attorney disseminates such advertisement or communication, the Statewide Grievance Committee, upon receiving notice of such dissemination, shall forward a copy of its file concerning the matter to the disciplinary counsel and direct the disciplinary counsel to file a presentment against the attorney in the Superior Court.

(g) Except for advisory opinions, all records maintained by the Statewide Grievance Committee pursuant to this section shall not be public. Advisory opinions issued pursuant to this section shall not be public for a period of 30 days from the date of their issuance. During that 30 day period the advisory opinion shall be available only to the attorney who requested it pursuant to subsection (a), to the Statewide Grievance Committee or its counsel, to reviewing committees, to grievance panels, to disciplinary counsel, to a judge of the Superior Court, and, with the consent of the attorney who requested the opinion, to any other person. Nothing in this rule shall prohibit the use or consideration of such records in any subsequent disciplinary or client security fund proceeding and such records shall be available in such proceedings to a judge of the Superior Court or to the standing committee on recommendations for admission to the bar, to disciplinary counsel, to the statewide bar counsel or assistant bar counsel, or,

with the consent of the respondent, to any other person, unless otherwise ordered by the court.

USEFUL LINKS

Statewide Grievance Advertising Info:

https://jud.ct.gov/sgc/faq_atty_adv.htm

Statewide Grievance Advisory Advertising Opinion Request

https://jud.ct.gov/sgc/faq_advisory_ops.htm

Statewide Grievance Advertising Opinions

https://jud.ct.gov/sgc/Adv_opinions/default.htm

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GROWTH MINDSET

"I can learn to do anything I want"

"Challenges help me to grow"

"My effort and attitude determine my abilities"

"Feedback is constructive"

"I am inspired by the success of others"

"I like to try new things"

"Failure is the limit of my abilities"

FIXED MINDSET

"I'm either good at it or I'm not"

"My abilities are unchanging"

"I don't like to be challenged"

"I can either do it, or I can't"

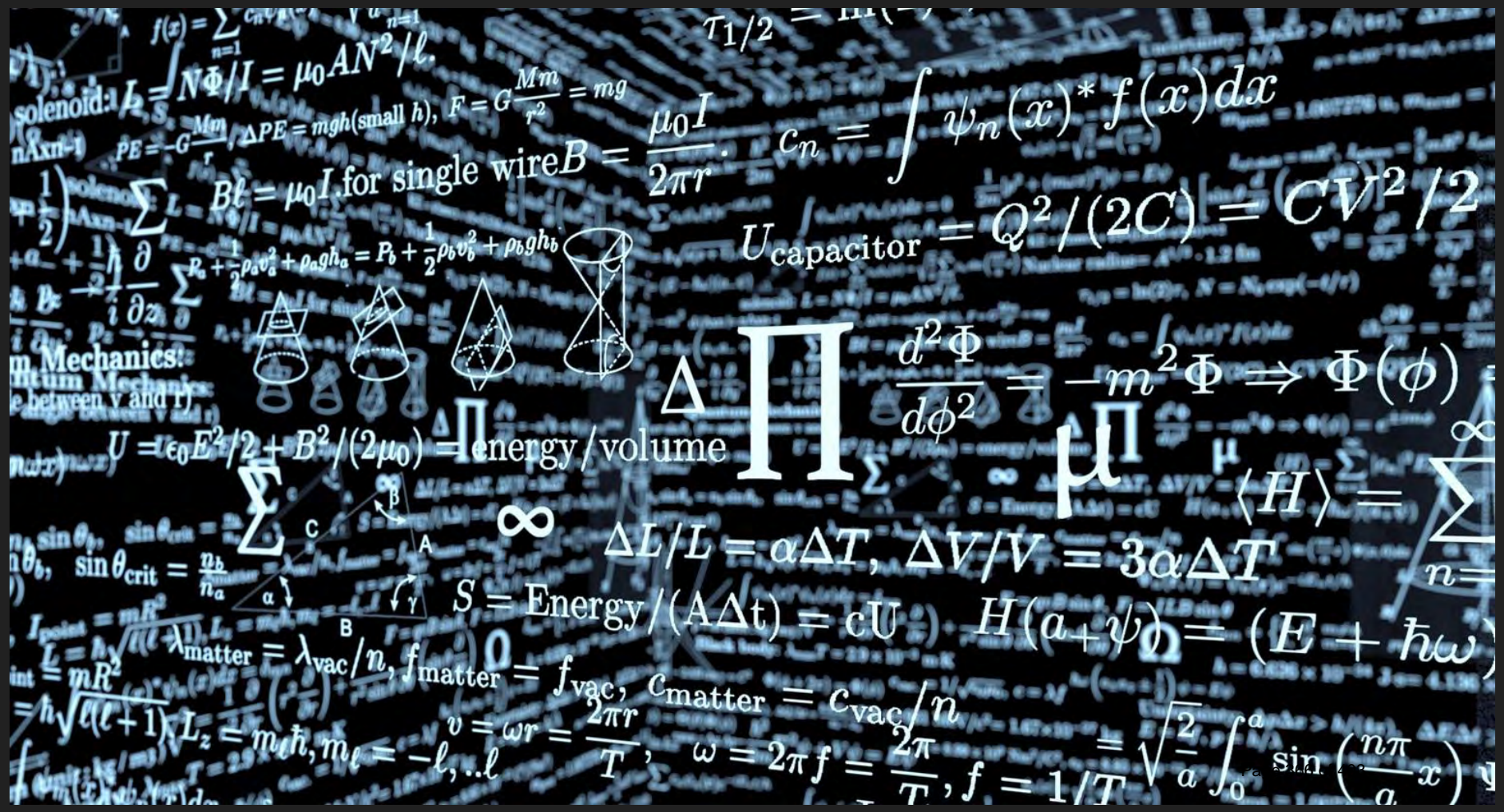
"My potential is predetermined"

"When I'm frustrated, I give up"

"Feedback and criticism are personal"

"I stick to what I know"

A Tale of Two Lawyers





Sad Saul

Saul doesn't know where his cases come from

Saul has no system for keeping track of prospective clients

Saul does not follow up on leads

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was
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BRIAN FOSTER & MICHAEL WALLACE
BIGLAW TO SMALL PRACTICE

EPISODE LIVE NOW

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INJURY LAWYERS

MULTIPLE OFFICES AND WORK-LIFE BALANCE
W/ RYAN SARGENT

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Maximum Lawyer  **W L G**
WILLIAMS LAW GROUP

OWNING A BUSINESS VS. RUNNING A PRACTICE
W/ ALLISON WILLIAMS

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THE FOUR PROFIT ACTIVATORS
OLIVER BILLSON

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"LAW FIRM BREAKUPS AND STAYING SANE"
W/GUY DIMARTINO

GUY DIMARTINO LAW
TRIAL LAWYER

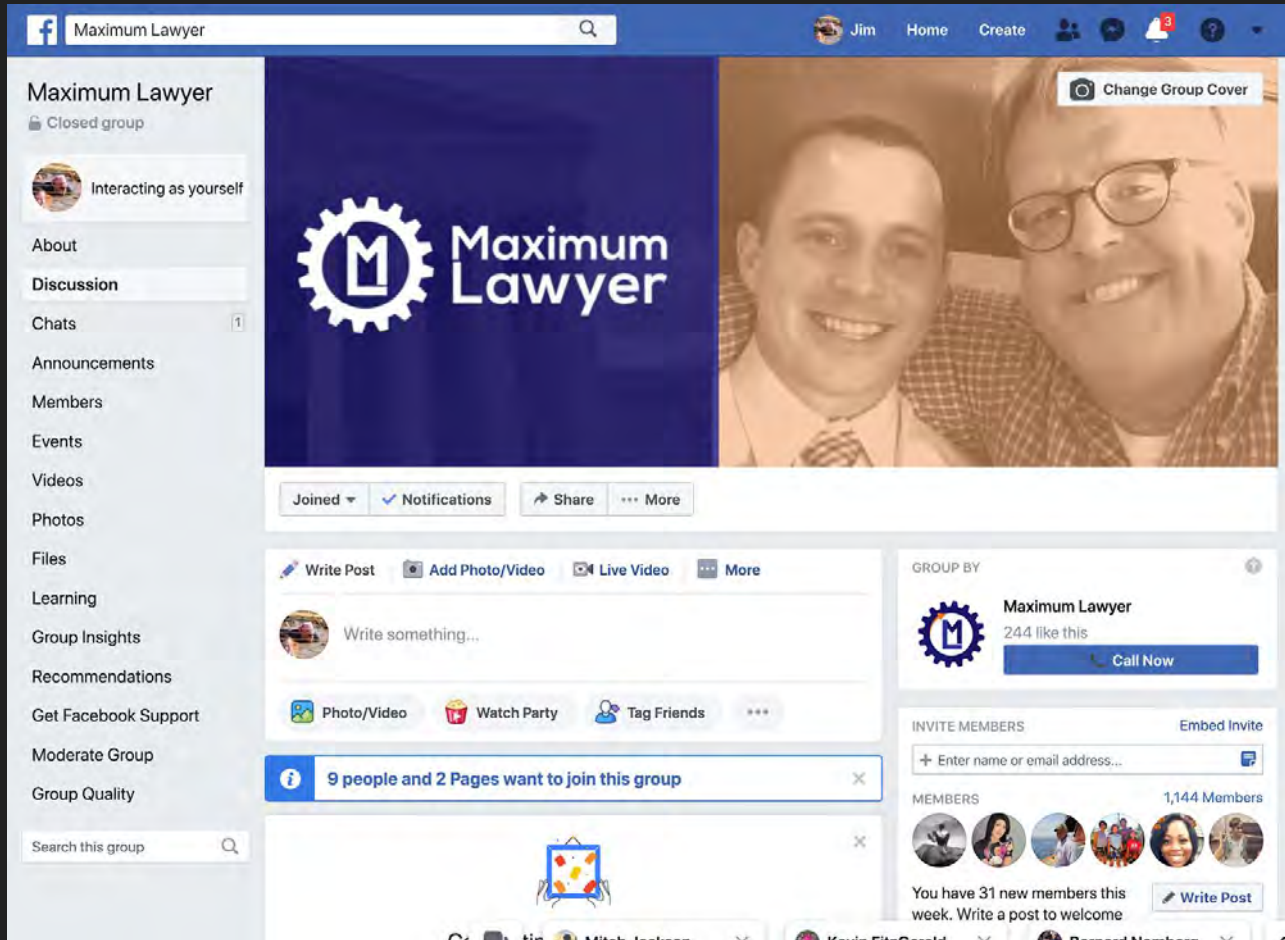
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Jess Birken – Overhauling the Client Consultation Makeover



Kelsey Bratcher – The Art of Slashing Productivity: Why it Works



Marco Brown – Your #1 Job as an Attorney: Making Sure to Get Paid



Gary Burger – The Maximum Lawyer Conference 2020 Master of Ceremonies



Chad Burton – Maximizing the Tech You Already Have to Streamline and Save



Gary Falkowitz – You Had Me at Hello: Turning Callers Into Clients at Intake



Teri Fields – Incorporating Probate Into Your Personal Injury Practice

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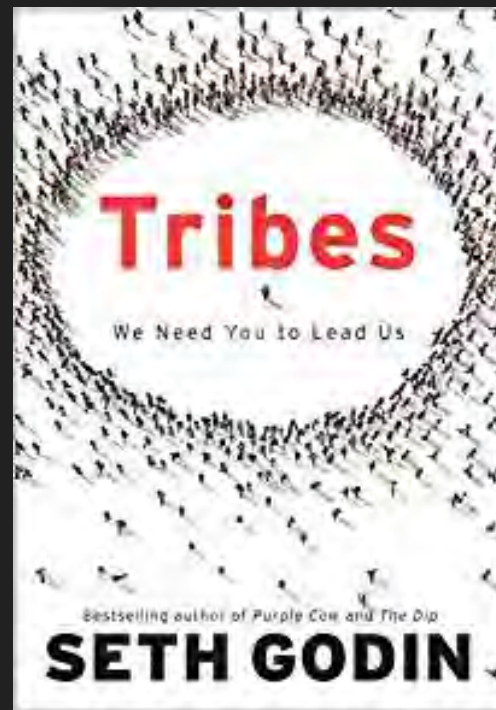
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Step Two

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Step Three

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