

How to Create Wealth and Freedom In Your Law Practice

101 POWERFUL CLIENT DEVELOPMENT AND
RETENTION STRATEGIES FOR ATTORNEYS



By Cole Silver, Esquire

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How to Create Wealth and Freedom in Your Law Practice

101 Powerful Client Development and Retention Strategies for Attorneys

Cole Silver's book is an unusual how-to guide because it is both entertaining and extremely useful. Even more remarkable, its advice about how lawyers can market their practices is useful for the junior associate, the senior partner and every lawyer in between. This book succeeds because Cole is your coach, your mentor and your guide about how to achieve a more fulfilling life as a lawyer.

James Moorehead, Partner
Steptoe & Johnson LLP

It took me twenty years to build a self-sustaining, successful practice. If I had this book I would have done it in ten. Mr. Silver starts with the mental exercises and mindset changes necessary to turn a lawyer into a marketer and follows up with practical and proven strategies, tools and tips. This is a must-read for any lawyer who is tired of carrying someone else's briefcase and hungry for the corner office.

Barry Marks, Founder
Marks & Weinberg, P.C.

Cole's ideas and techniques are dynamic. He has helped my firm a lot and I can assure you that if you want to make more money...do what he says!

Mark Kardos, Esquire
Kardos & Goch

As the managing shareholder of a litigation firm and the individual who is primarily responsible for rainmaking obligations, I can attest to Cole's ideas and strategies. His approach to understanding a client's significant concerns and understanding how to address these issues, are right on the mark. Too many attorneys just do not understand what it takes to build a successful book of business or market themselves as quality professionals. Cole has a distinct understanding of the true ideas and steps which need to be initiated by a successful practitioner in today's competitive marketing environment. All of us will benefit from his guidance to continue to build our business.

Richard H. Weiner, Managing Partner
Aronsohn Weiner & Salerno

Carefully researched and fast paced, this well written and highly enjoyable book represents a major contribution to wealth building for attorneys. If you want total control over your legal career, get this book, implement the tactics and watch your wealth take off!

N. Paul Coyle, Shareholder and Adjunct Professor of Law
Vedder, Price, Kaufman & Kammholz, P.C.

Excellent for its purpose, easy to read, adequately detailed and highly interesting.

Ron Cohn, Partner
Horan Rosen Beckham & Coren

Given the massive changes taking place in the legal marketplace, it's reasonable to assume that the subject of getting and keeping profitable clients has been exhausted. Cole Silver's analysis addresses what is truly important to the individual attorney and matches those professional desires with the needs of the client. "How to Create Wealth and Freedom in your Law Practice " adds that important layer leading to a more careful understanding that marketing is not selling your soul or a waste of your time, but rather the key that unlocks your professional success and happiness.

Mark I. Rabinowitz, Partner
Blank Rome LLP

I intended to read the book, a little at a time to absorb the self-help client development and retention strategies that Mr. Silver expertly discusses—but found it so riveting that I read it all in one-sitting, twice! When I started my legal career over 15 years ago, I embarked upon my profession like most—looking to do well in law school, pass the bar exam and “practice law” What I didn’t know then was that to succeed in the practice of law and truly build wealth, one had to learn to become a “salesperson” first, and a lawyer second. Like most, my goal at the onset of my career was to simply gain experience and expertise to become a great lawyer so as to best serve my clients. The last thought in my mind was to worry about rainmaking, or the idea of employing a multitude of marketing strategies as part of my practice.

Mr. Silver's book has served two purposes for me: it has provided a true roadmap for the rest of my career insofar as helping me to focus on my “legacy” and where I want my career to go from here. Having practiced for so many years, I have gotten complacent as to where my career is versus my financial status: wealth-building seems to have evaded my thought process once I reached a “comfortable” financial existence. However, we work too hard for mere comfort—why not create great wealth in the process! I now know, with more clarity than ever, that by employing the tools that this book provides, I can reach higher heights and achieve more financial strength in my practice.

I urge ALL young lawyers and law students to read this book and to refer to it often in their careers. Creating a marketing mindset early on will surely reap great rewards, and no one has compiled such strong life lessons for attorneys as Mr. Silver has in this book. Mr. Silver is very knowledgeable and employs up-to-date strategies that work. If you are a lawyer or thinking of becoming one this is required reading!!!

N. Alexander Erlam
General Counsel
Vertical Screen, Inc.

As a young associate in a large firm I can attest first hand to what Cole is saying. Rainmakers do have all the fun and enjoy their practice more. If control, wealth and enjoyment of practicing law is on your “to-do list”, then this groundbreaking book is essential reading. It is an extremely powerful and detailed guide on what it takes to succeed in the practice of law in today's law firm environment.

Charles C. Jewell, Esquire
Morgan, Lewis & Bockius LLP

Cole educates the reader on what we are not taught in law school. His ideas are practical, fresh, insightful and powerful. Learn these simple tools and watch your law practice take off!!

Lewis J. Cohn, Esquire
Cohn & Dussi, LLC

In today's competitive environment, smartly differentiating your services can be the key to your success. Cole's unique approach of understanding the client's motivations and values combined with the talents of the attorney offers a proven and profitable process for lawyers who wish to expand their practice. Cole's strategies and tactics will deliver greater results than traditional marketing methods.

Brenda Amarant
Marketing Executive

I enjoyed reading 101 Strategies and look forward implementing many of its strategies. The book has provided a highly practical game plan for lawyers to experience explosive results, increased wealth and personal freedom.

Steven J. Jozwiak, Esquire

The book hits the nail on the head and has some great suggestions. Anyone reading this book from newbie associate to seasoned partner will come away with valuable tips and suggestions on building and growing a book of business. The book also recognizes that people market different ways--surely any attorney can identify with at least 1 of the 101 strategies and also brings home an important point--why can't you combine marketing with something you enjoy doing?

Caroline Berdzik, Esquire
Buchanan Ingersoll & Rooney

This book provides practical and tactical insights into the career issues that many attorneys struggle with, namely, if I am doing a great job, why don't I have one? I found its approach to analyzing this critical issue and clarifying the need for the reader to shift his/her thinking about why an attorney needs to adopt a marketing mindset to be highly motivational and inspirational. The 101 Marketing Strategies detailed in the book will provide any attorney with a wealth of ideas for gaining numerous and loyal clients who ultimately provide the key to professional independence and financial success.

Joe Mullin, Esquire
Associate General Counsel
Canon Business Systems

Foreword

As a successful attorney with over 14+ years of private practice experience, including operating my own law firm, as well as 12+ years of in-house experience, I am often asked how I built my practice, and what I attribute to my success in the business world. Although my response may sound trite, it is always the same. I learned to listen to my gut and not wait for things to happen.

As odd as that may sound, the reality is that many lawyers are trained to think with logic and reason. And for the most part, we are risk adverse. Because of this, we often wait for something to happen that will gently nudge us in the right direction. We wait for the right moment or the grand opportunity. We wait for the right job, partner position or the right case. In truth, waiting simply traps us and keeps us stuck.

Dr Stephen R. Covey, world-renowned motivational speaker and author of the *7 Habits of Highly Effective People* said: **“Deep within each one of us there is an inner longing to live a life of greatness and contribution—to really matter, to really make a difference.”** My hunch is that you feel the same way about your practice. I say that without hesitation because I suspect you became a lawyer to contribute in some fashion and to make a difference. No doubt you also became a lawyer for the opportunity to increase your wealth, freedom and security. This is precisely what this book is about. It is about helping you uncover what you want out of your professional (and personal) life, providing you a roadmap as to how to move towards what you want with all of your intention and desire.

My purpose in sharing this book is to serve as an agent of change that will take you where you want to go. It demonstrates in simple terms exactly how you can create a professional life of wealth, freedom and greatness. Like you, when I graduated from law school no one told me what the real keys were to my overall professional success and satisfaction. No one showed me how my personal interests and life balance issues fit into that equation. No one taught me about the importance of marketing or showed me how to “promote” myself. No one told me how to put a client development system in place that would increase my net worth. And even more important, no one told me that without a “book” of business, I’d be just another grunt working for the “man.”

This book is about creating a career by design...not by default. It is about addressing client development and building a book of business so that you can have the financial freedom you long for. It is about matching your professional desires and values with the needs of your clients. It is about making rain so that **you** can create, blossom and grow, both personally and professionally. But it is also about building a life, for we ourselves are responsible for creating the opportunities that bring about the greatness and contribution we long for. And if you let it, this book will take you to places you never dreamed possible. Let me assure you though, it won’t happen overnight, but if you follow the steps that I have laid out for you, I guarantee it will happen and much sooner than you’d expect.

So, let go of any hesitancy you have about change, for change should be exciting and powerful. And most important, give up waiting! The time is now. Start right now to use the tools, plant the seeds and then watch as your professional life grows into something that

you are proud to call your own, something that provides you with the freedom and purpose you desire.

Are you ready to have a law practice that is rich with clients and powerful in results? Are you ready to have financial freedom so you can live the life you were born to live? Are you ready to stop waiting?

Great success and a wonderful professional life are just around the corner ...so let us go create it.

Cole

Cole Silver, Esquire