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## BOOK RELEASE

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### **The Lawyer's Guide to Marketing on the Internet, Second Edition**

MEMPHIS, Nov. 7, 2002 – The American Bar Association Section of Law Practice Management has just published the second edition of the best-selling *The Lawyer's Guide to Marketing on the Internet*. Written by Memphis attorney Gregory H. Siskind, with co-authors Deborah McMurray and Richard P. Klau, this book is designed to give law professionals practical advice and proven strategies to help them design an Internet marketing plan and increase their firm's visibility on the Web.

The authors say that the Internet is a critical component of every law firm marketing strategy—no matter where the firm is located, its size, or its practice areas, and that a successful Internet marketer must have an understanding of what technology can do for a practice and a firm's client relationships. *The Lawyer's Guide to Marketing on the Internet, Second Edition*, provides lawyers with a wide range of Internet marketing possibilities and helps them identify the online strategies that best fits their firm's target audiences.

A big budget does not guarantee success in Internet marketing, note the authors. As with any other promotional tactic, the use of the Internet needs to be thoughtfully integrated into an overall marketing strategy. This new book will help lawyers learn what elements they need to consider and the options that are available to them.

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## THE LAWYER'S GUIDE TO MARKETING ON THE INTERNET, Add One

Material covered includes:

- Getting started by selecting an “inside” team and hiring a professional Web designer/developer
- What must be included in a site—firm history, lawyer resumes, practice and industry areas, awards, and more—to make it professional, relevant and unique
- Identifying the outside resources that will best fit a firm’s needs and budget, with sample requests for proposals, a hosting proposal, and a hosting agreement that can be customized
- Incorporating live chat and interactive elements into a Web site
- Techniques for supplementing traditional Web site and e-mail strategies, including Webinars, extranets and wireless devices
- Leveraging content by syndicating it to third-party sites
- Tips for building relationships via e-mail, distribution and discussion groups, plus do’s and don’ts in e-mail use
- How to decipher Web site hit reports and assess the success of the firm’s marketing efforts.

*The Lawyer’s Guide to Marketing on the Internet* clearly explains the advantages and benefits in broadening a firm’s exposure on the Internet. The Internet is a great equalizer, notes The Guide, and used effectively, a younger, smaller firm can present an image just as sophisticated and impressive as a larger and more established firm. Anyone can reach potential new clients, even in remote areas, at any time, for minimal cost. Co-author Greg Siskind asserts that he typically gets 250,000 hits per week on his site, which result in new contacts, new clients and new billings. With an effective Web site, Siskind maintains, any firm can do the same.

THE LAWYER'S GUIDE TO MARKETING ON THE INTERNET, Add Two

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