

**HOW TO AVOID RANDOM ACTS OF MARKETING: A  
PLAN FOR SMALL TO MIDSIZED LEGAL FIRMS**

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RandomActsCoverSmall How to Avoid Random Acts of Marketing: A Plan for Small to Midsized Legal Firms, is my twenty-first book and first ebook. If you are a .

Smaller firms, including solo practices, have turned to marketing . to Avoid Random Acts of Marketing: A Plan for Small to Midsized Law Firms.

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With more content for a firm to choose from for distribution, the success will come. There are 10 major parts every successful law firm owner must focus on – in this order: I think Lisa raises a great point and I developed this concept into 5 ways small and mid-size firms with limited resources can make an immediate impact in talent development: . Serviceproducts, ontheotherhand, areintangible. Marketing can be valuable for your firm if you will only give it a place at the table. A comprehensive law firm marketing program that embraces multiple marketing tools – SEO, PPC, ads, email marketing, social media, blogs. When you fix your marketing, then you have a sales problem. Youmayuseallfiveofyoursensestoperceivetheseobjects. Instead of thinking about customer relationships in terms of time, I would like to suggest that the attitude you have toward your clients and them toward you is a better mindset worth adopting.