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**What You Missed if You Aren't in One of Our MasterMind groups**

We have two MasterMind groups. These lawyers meet in person three times a year and by phone each of the other months. They come to our events free, where we have a group dinner together, and they trade insider information inside a private LISTSERV. While we talk about marketing a lot, the discussions don't end there. Everything from hiring and paying superstar employees to creating the ultimate client experience to the use of systems is shared. From time to time, we have openings. Fax your expression of interest to Mairim at the Great Legal Marketing office, (877) 576-6752, if interested in looking at the confidential questionnaire to see if you qualify and would be a good fit.

Within the past month, we talked about and shared:

- Resources for good (and cheap) car accident kits to give away to clients;
- How to convince other local businesses to participate in your CD interview program to the mutual benefit of all;
- The never-ending debate/discussion of internal blogs versus external blogs;
- One member's terrific new book that others will be able to leverage and share to the benefit of injury victims;
- Where to find great summer marketing interns.

**Taking Action - What Great Legal Marketing Members Have Been Doing Recently With What They've Learned**

Congratulations to Coaching member **Neal Goldstein** (EGLaw.com) In late March, he took Allstate Insurance Company to the mat in the representation of a self-employed mother who had suffered a fractured wrist requiring surgery. Unfortunately, she was diagnosed with reflex sympathetic dystrophy. Allstate waited until three months before trial to making a low-ball offer. Halfway through trial, Allstate increased the offer, but Neal stood his ground and rejected it. When Neal rejected their offer, Allstate withdraw its offer. The jury deliberated for several hours before awarding Neal's client a very substantial verdict, which I am guessing exceeded the policy limits. True to form, Allstate immediately settled the case.

Neal's press release on the case was directed, in part, toward defendants in a personal injury case as a reminder to them to know about the strategies being used by defense counsel and their insurance companies. Of course, no defendant knows this. This argues for a free report from each one of you to try to attract the attention of someone who has been sued and may have a question. Frankly, I have loved playing "personal counsel" in the past and have done my best to dig deep into and irritate the insurance companies. (They hate it. Heck, I'd act as personal counsel free!)

Coaching member **DJ Banovitz** (ColoradolnjuryFirm.com) listened to last month's Coaching call with John Kremer and immediately went out and talked to his local independent bookstore owners. Viola! He reported that he was able to get Denver's largest independent bookstores to carry his books on consignment!

Coaching member **Andrew Garcia** (PhillipsGarcia.com) came up with a great idea for the Family Legal Planning area of his practice. As he put it:

"I was able to do a little cross-marketing with the biggest kids' gymnastics center in the area (which also happens to be directly across the street from us). The owner allowed me to come in and put on a workshop about choosing guardians and the importance of estate planning. The workshop would be run in a room adjacent to the large waiting area where parents usually wait for an hour while their kids are practicing gymnastics. (As an aside, my daughter is a student there and I've sat there for years thinking about what an opportunity it would be for me to put on a workshop like this.)

Anyway, the workshop is running once to twice a day from Tuesday through Saturday. We have a chance to be in front of over 150 parents! What an opportunity...right?

Well, on the first day (yesterday) we were up there...we were all set up, ready to go. Not a single parent wandered into the room to watch the workshop and we only got three people who would approach the table and register for our materials. What a downer...

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