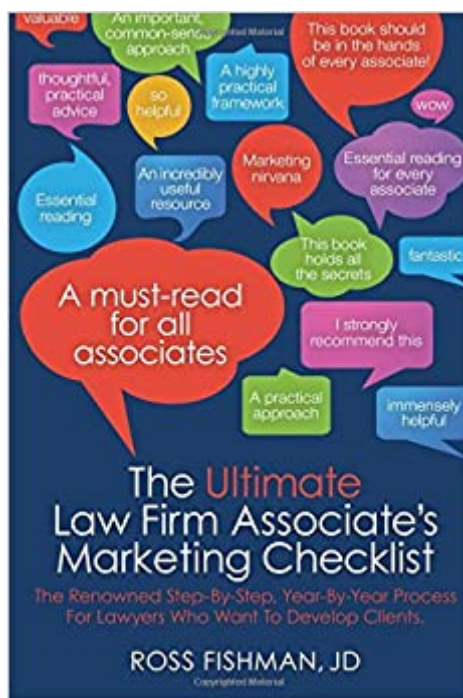


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# The Ultimate Law Firm Associate's Marketing Checklist: The Renowned Step-By-Step, Year-By-Year Process For Lawyers Who Want To Develop Clients.



## Synopsis

Do you want to become a rainmaker, or make partner? Do your associates need a simple, proven, step-by-step marketing process to follow? Want to increase associate retention? Get *“the legal profession’s best associate-marketing book.”* In this powerful guidebook, Ross Fishman, called “the nation’s leading expert on law firm marketing,” details straightforward tactics to accomplish your goals. His renowned Checklist has been used for 25 years by lawyers in their successful quests to generate clients. This expanded 50-page edition includes all the latest online tools plus dozens of examples, case studies, and videos. It is the simplest, most-effective way to put associates on the fast track to professional success. Of Counsel magazine called it “an engaging and practical guide” •no, make that, bible• to show associates how to build their networks and establish a book of business.” Help jump-start your lawyers’ careers •give them each a book and bring Ross in to train them!

**DISCOUNTS FOR BULK ORDERS:** 11-50 books: \$14.95 each! 50+ print books: \$9.95 each! For BULK orders, email [ross@fishmanmarketing.com](mailto:ross@fishmanmarketing.com)

**HERE’S WHAT LAWYERS AND MARKETERS ARE SAYING:** “This book is a must-read for all associates no matter their practice, firm, or stage of their career.” • Allan Slagel, Partner, Taft Stettinius “I have used Ross’s practical checklist for many years with great success. We are buying 500 copies to give to our associates.” • Aleisha Gravit, Chief Marketing Officer, Akin Gump Past President, Legal Marketing Association (LMA) “Ross has spun law-marketing gold from the dross that often passes for wisdom in this field. No one knows more about this subject than Ross, or can convey an idea more succinctly.” • Loren Wittner, former Marketing Partner, Winston & Strawn “Essential reading for every associate at any point in their career. This book holds all the secrets; it’s marketing nirvana!” • Nat Slavin, “Wicker Park Group Past President, LMA “This book needs to be in the hands of every associate who wants a successful, rewarding career. Just follow the steps to become “the top-tier rainmaker in your firm. This should be a best seller.” • Ron Henry, The Garver Group “Former President, Association of Legal Administrators (ALA) “I have used Ross’ highly practical framework in several firms and strongly recommend it. It helps demystify marketing and achieve success. I have seen it literally give hope to associates who thought developing a legal practice was beyond their ability.” Nathan Darling, CMO, Beveridge and Diamond Past President, LMA “This is an incredibly useful resource to get associates on track towards career-long business-development habits.” • Bettina Rutherford, Business Development Manager, K&L Gates “Ross is well known for his intelligent and pragmatic style. This is a must-read for

anyone who want to know how to market legal services. — Nathalie Daum, Business Development Director, Lathrop Gage Former President, LMA — “Ross tells it like it is. From the beginning you are drawn in and find yourself commenting out loud in agreement. This is a must-read. — Marcie Johnson, former Marketing Director, Chapman and Cutler Co-Founder, LMA — “This book is cheeky, intelligent, and full of clear thinking. Throw away the marketing detritus filling your shelves and get some real help. Much like Ross, this book rocks! — Diane Hamlin, Hamlin Strategy Group Former President, LMA WHO’S ORDERING “THE ULTIMATE MARKETING CHECKLIST” FOR THEIR ASSOCIATES? Akin Gump Benesch Beveridge & Diamond Duane Morris Fish & Richardson Shumaker Loop Stoll Keenon Stroock & Stroock & Lavan Vedder Price

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## Customer Reviews

— “Many people consider Ross to be the nation’s foremost expert on law firm marketing. — Of Counsel Ross Fishman is CEO of Fishman Marketing, specializing in strategy, branding, websites, and marketing training for law and professional-services firms. A former litigator, marketing director, and marketing partner, he has helped 200 firms worldwide dominate their markets and generate revenue. A Fellow of both the College of Law Practice Management and the Litigation Counsel of America, he is a 5x winner of LMA’s prestigious — “Best in Show — honor. Ross received LMA’s first peer-selected — “Lifetime Achievement — award (1998) and was the very first inductee into the LMA’s international — “Hall of Fame. — Honored as a 2016 Lawdragon 100 Leading Consultant, Ross has rebranded hundreds of law firms, and presented marketing training or

CLE programs 300 times from Iceland to Istanbul. He has written 250 bylined articles and authors a popular blog at [fishmanmarketing.com/blog](http://fishmanmarketing.com/blog). Connect at [LinkedIn.com/in/rossfishman](https://www.linkedin.com/in/rossfishman) or [@rossfishman](https://twitter.com/rossfishman).

I am a partner at a large law firm. This book is a concise, straight to the point guide to effective behaviors for developing business. I wish I had a copy 20 years ago.

Helpful but fairly skimpy too...perhaps a newer associate would find it packed with great ideas, but not for older attorneys. With that said, we can always learn new "stuff" even from well known and older concepts...often we need to re-read things before we get the message we need to hear....would recommend but not at price paid (almost \$20).

An excellent resource for attorneys, law students, and -- frankly -- applicable to any young professional. Clear, concise, and can't recommend it more highly.

This is a must read for all attorneys looking to make their way into rainmaking. Ross once again makes the sometimes daunting task of getting business doable. We are recommending this book for all lawyers in our firm.

Definitely a must read for any attorney seeking to understand the best approach to marketing. Ross Fishman is the gold standard in legal marketing and this book is yet another example of his expertise.

Fantastic!! The book is a perfect guide for a young attorney's marketing success. I highly recommend it.

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