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Spring 2012

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Journal

Bi-Annual Journal of the
Florida Association for Women Lawyers

IN THIS ISSUE

Spring 2012

FAWL 2011-2012 Executive Officers	3
President’s Message	5
Florida Association for Women Lawyers State Office	6
Members Only: <i>FREE Marketing Webinar!</i>	24
Scenes from FAWL’s 2012 Lobby Days	25
FAWL Past Presidents	27
FAWL 2011-2012 Chapter Presidents	28
FAWL 2012 Annual Meeting	29
FAWL 2012 Annual Meeting Registration Form	31

Features

Marketing your Law Practice in a Tight Economy: Terrie S. Wheeler	7
Making your Dream a Reality: Lisa Harris Jones	11
Don’t Let it Happen, Make it Happen: Alexa Sherr Hartley	13
So, How EXACTLY Do You Sell Legal Services: Silvia Coulter & Catherine MacDonagh ...	15
Practical Rainmaking Tips from Two of Florida’s Most Successful Women Lawyers	19
Create your Marketing Plan in Just 20 Minutes a Day: Terrie S. Wheeler	23

Special Feature: Join FAWL Today!

FAWL Chapter Map	34
FAWL Member Benefits	35
FAWL 2012-2013 Membership Application	37



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PRESIDENT'S MESSAGE

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It is often said that women lawyers have a harder time reaching the top levels of the profession because we are not good rainmakers. If there is any truth to that statement, it is not because women attorneys lack the talent for marketing. We just need to find fresh ways to attract business using methods we are comfortable with and skills we already have.

While attorneys sometimes complain that law school didn't teach them how to grow a practice, marketing should be second nature to lawyers. We really did learn everything we need to know about marketing in law school.

To be effective, good lawyers and good marketers have to communicate, educate and persuade. If a lawyer can convince a judge or jury of the merit of her client's position, she can convince a referral source to send her business. If she can close a deal for her client, she can close the deal with her client.

Maybe the problem is deciding among all the competing marketing and advertising choices that are now available. Actually, that should be the easy part. As lawyers, we are trained to make decisions based on the evidence. Marketing decisions aren't any different. Don't invest time or money in a marketing campaign unless the evidence shows that it is likely to appeal to your target client base. It's the same as tailoring your appellate argument to your panel or

adjusting your negotiating technique to appeal to the party sitting on the other side of the table.

Finally, successful marketing may take you outside your comfort zone, but you should never do anything for the sake of marketing that you would consider inappropriate for you or contrary to the standards you have set for your practice.

Advocacy, reviewing evidence and professionalism - if we just bring our skills as attorneys to our marketing efforts, we won't go wrong.

In this issue of the FAWL *Journal*, FAWL gives you information and ideas to help you grow your practice and market your skills. The articles will provide you with useful tools, regardless of whether the target of your marketing campaign is a potential client, a potential employer or even your senior partner.

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Marketing your Law Practice in a Tight Economy: *High Impact Strategies for Women Lawyers*

By Terrie S. Wheeler, MBC

During a tight economy, lawyers feel the pinch as much as anyone else in business; *maybe more*. Whether you are a solo practitioner or working in a small or large law firm, you face the dilemma of reaching revenue goals in an economy that is less than friendly. However, you can rest assured that by “getting back to the basics,” you will be putting your energy in the right places. The best part about the tips below is they will not break the bank. The most effective marketing strategies for lawyers may take some of your time, but they won’t take your money!

Organized around *The Four Pillars of Marketing*SM, this article will remind the seasoned attorney - - and focus the newer attorney - - on what to do to develop business—even when the economy is not cooperating with your revenue goals. The Four Pillars of Marketing are categories under which we recommend you pursue your marketing activities:

Pillar I – Retain and Grow Relationships with Existing Contacts

Pillar II – Develop New Business

Pillar III – Increase Your Name Recognition

Pillar IV – Communicate in a Targeted Fashion

A balanced marketing strategy will contain tactics from each of the Pillars of Marketing. Consider the following tips below as you develop and implement your marketing plan:

Pillar I – Retain and Grow Relationships with Existing Contacts

Tip #1 – Focus on What Has Worked in the Past

Step back from your day-to-day practice and reassess what has made you successful to date. Look at last year's revenue. How does it compare to past years? From what types of matters or cases did your revenue come? What services are most profitable for you (low write-offs, maximum billing rate work)? Build your marketing strategies around the best of what has worked for you in the past.

Tip #2 – Focus on Relationship Building

Growing a law practice is about growing relationships. Think of the contacts you have in your life; other professionals, industry contacts, friends, family, and business associates. They have all contributed to your success. How often do you touch base with these people? Make a list of your very best contacts, and call a few people each week just to say “hello” and to see how they are doing. Meet for breakfast, coffee, or lunch.

Tip #3 – When in Doubt, Ask Your Clients

Particularly in a tight economy, you need to know your clients' perceptions and what is important to them. Before moving forward on a new marketing campaign, expanding into another market, or launching a new service, consult with your clients. The goal is to market your services through the eyes of your satisfied clients. Find out what your clients value most about your work and use those key messages as you market.

Tip #4 - Be a Stickler for Responsiveness

If a client or contact calls you, call them back. If they send you an email, respond – the same day. Even if you have no news to report to an existing client, call them back. A tight economy generally creates more competition. One variable you have complete control of is the service-oriented focus you provide your clients and contacts each day.

Tip #5 - Clarify, Then Exceed Your Clients' Expectations

Early in the relationship, clarify what clients expect from you as their lawyer. Find out how they want you to communicate with them, how much detail they want in their invoices, how they want you to provide updates in the laws or regulations that affect them. You should even find out what frustrates them about having to deal with lawyers. Every client will have different expectations (and baggage from past relationships they have had with attorneys). It is your job to clarify expectations with a goal of exceeding them.



Pillar II - Develop New Business

Tip #6 - Know the Criteria for Your "Ideal" Client

When building a law practice, it is important to attract the right kind of clients – not just clients who can pay your fees. Think for a moment about your very best clients. Now think of clients you wish you were not working with. Create a list of the attributes of your best clients. What characteristics do they have in common? How were they attracted to you? Why do you like working with them over other clients? Make it a goal to grow your practice by selectively adding clients you know are a good fit -- those who meet the criteria you have established for your "A-level clients."

Tip #7 - Target Your Audience and Your Message

Based on the results of your A-level client criteria, identify types of clients who utilize the best and highest use of your knowledge and experience. What characteristics do they have in common (age, geographic location, company type, industry affiliation, who referred them to you, results you generated for them)? For each audience, develop messages to answer the question, "Why should I hire YOU?" Focus your key "hire me" messages around the value you bring to your clients, the proven experience you have developed in certain areas, your client's satisfaction with your work, the results you generate, and other specific proof supporting why you are the best choice for this type of client to hire.

Tip #8 - Focus on Your Contacts

Take a moment to identify your very best contacts. They might be clients, referral sources, or other people you know well. Spend a few minutes putting a plan in place to connect with each person over the next 12 months. Spend time with your best contacts and focus on asking great questions, and listening to their responses. You have to listen for opportunities in order to turn those opportunities into new business.

Tip #9 - Stay Involved in Your Community

If you are not already involved in your local community, consider becoming active in the Chamber of Commerce or the Rotary. Also, remember that nonprofit organizations – especially during tough times – want and need dedicated volunteers. What organization in your community interests you? Is it a local food shelf, your place of worship, or an arts organization? Ask colleagues and clients about volunteer and nonprofit board opportunities they might suggest.

Marketing your Law Practice in a Tight Economy *continued*

Pillar III - Increase Your Name Recognition

You will be happily surprised at the number of other professionals who also take an interest in their community. Being an exceptional volunteer translates in the eyes of your fellow board members as “Janice/Joe must also be an excellent lawyer!”

Tip #10 - Focus on the Media, Not on Advertising

Have you asked your clients how they originally found you? More than likely it will not be because of an ad you placed in the local paper. When the economy is tight, a much more credible and cost-effective way to increase your name recognition is through public relations. Pay attention to the news media covering the industries you represent.

Four concepts to keep in mind:

Keep members of the media current on happenings at your firm (through regular news releases).

Talk to editors and reporters about being a knowledgeable source they can consult when covering stories involving your highest-level expertise.

Develop a timely and relevant story angle and “pitch” editors and reporters to interview you.

Identify specific ideas for articles you believe their readers, viewers, or listeners need to know. Contact the editors, and tell them why you are the best attorney to write an article or to be interviewed on the given topic.

Tip #11 - Join Your Local FAWL Chapter and Be Active

Make a point of attending the events and meeting other members. Offer to write for their publications and speak at their events. Become THE go to person in your specialty practice area for other members.

Tip #12 - Create and Build Your LinkedIn Profile

Every lawyer should have a profile on LinkedIn. If you haven't done so yet, now is the time to take the plunge into social networking - - starting with building a solid LinkedIn profile! A few LinkedIn basics include:

Create the Profile - Create a profile that is detailed, personal, and reflects you and your background - let your personality and passion come through.

Add Contacts - Invite your professional contacts to link in with you. Use the features on LinkedIn add contacts. Remember your LinkedIn contacts should reflect your real network and should only include people you know.

Leverage your Profile- Expand and maximize your exposure on LinkedIn by joining groups attracting prospective referral sources and clients. Participate in discussion groups. Ask for and give recommendations to your contacts. On LinkedIn you “lead” with thought leadership, expertise, and knowledge.

Pillar IV - Communicate in a Targeted Fashion

Tip #13 - Continue Communicating with Your Clients

Identify information that is timely and relevant to each of your target audiences, and create audience-specific communications. Do not succumb to the “firm newsletter” approach. Make sure your communications with clients, contacts, and referral sources address their unique needs, and are personalized to each individual. This is one of the only ways to rise above being perceived as junk mail (email or US mail). Communicate regularly with fewer groups, but make your communications extremely relevant to each.

Tip #14 - Use Your Invoices as a Marketing Tool

Each month you have the opportunity to communicate the value you deliver to clients through the invoices you send.

Take the extra time to provide a detailed summary of time spent on the client's behalf. Make sure the process and outcome justify the fees. Prepare your invoices from a client's perspective. Show your clients through your detailed time reporting that everything you do is well thought out, and part of the broader goal - - to help them achieve the results for which they hired you.

Tip #15 – Don't Just Tell Them, Show Them!

How convincing are your marketing materials? Do you simply convey a long list of legal services you offer? Would you hire a doctor based on his or her list of services? It's unlikely you would. Clients are no different. Focus on providing representative examples of your expertise. Show that you have the breadth and depth of experience required to work with clients based largely on your past successes. Create representative experience that summarizes:

Client Type: *industry or broad summary of the client type*

Client's Issue/Problem: *brief summary of why they hired you*

Your Approach: *the general strategy you employed to solve their problem*

The Solution: *the outcome of your work with them - - what you helped your client achieve!*

Create at least 20 examples of representative experience. Remember clients want to see you have done what they need. Results sell!

Tip #16 – How Is Your Website?

Through your website you provide access to information visitors need to know about you and your practice that is timely and relevant. You can post relevant legal updates on your website, and then send an email with a link to that information on your site. Websites used to be a "nice to have," tool. Today, you must have one. A few tips to maximize your website:

- Commit to keeping the content current – add something each week;
- Include testimonials from your contacts (think of flowing LinkedIn recommendations through your home page);
- Keep your biography up to date – biographies are the most visited pages of any law firm website;
- Link to your representative experience;
- Consider adding video to your website like this family law attorney did: www.MiltonFamilyLaw.com; and
- Add a blog to your website and commit to posting a new blog at least twice a month (then leverage your new blog posts by also posting them on LinkedIn, FaceBook, Twitter).

By stepping back and focusing on low cost, high impact marketing strategies, you will maximize your marketing time, minimize marketing expenses and generate the marketing results you want to achieve.

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Strategist

Motivator

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Making Your Dream a Reality

Tips for Owning Your Own Firm

By Lisa Harris Jones, Attorney

your computer, to design your letterhead and pay your staff. Determine what services you intend to offer and what rates you can charge based on your skills and experience.

Developing a name for yourself is going to take some time, so be patient. It is important to be reasonable with your salary until your cash flow begins to stabilize. In most cases, this is going to require a pay cut in the short turn.

(2) Be confident. If you have heeded the first bit of advice, you are well on your way to a successful practice, so congratulations! Give yourself a pat on the back, because there will be no fireworks and no firm meeting to celebrate your accomplishment.

You are now the Chairman, President, CEO, Director of Marketing, Chief Financial Officer, Disciplinarian and Rainmaker of "Insert Name Here," Incorporated. Ah yes, and you are also an attorney with contracts to review, pleadings to file and clients to service. You are going to encounter difficult situations, many with which you have never dealt. This may include everything from the first time you have to reprimand your new assistant for oversleeping to the thrill of filing your first collection action on a deadbeat client; all things which you probably never had to do when you called someone else "boss." Needless to say, you are going to feel overwhelmed at times. No matter what the challenge, face it confidently. You are not the first person to climb this mountain and you will not be the last.

With every rule there is at least one exception. In this case, do not let overconfidence be your downfall. It is extremely difficult to turn away a paying client, especially when you are just getting started. However, do not bite off more than you can chew. Taking on more work that you are capable of servicing will lead quickly to disgruntled clients and expose you to a malpractice suit.

Following these six tips will not only help you become your own boss, but they will also help keep your practice operating to its full potential once you reach your goal of self-employment.

Whether you have considered hanging out a shingle or have been self-employed for years, the dream of being your own boss comes with many challenges. Below are a few tips to help you make your dream a reality.

(1) Have a plan. If I could impart only one piece of advice on those seeking to open their own firm, I would encourage them first and foremost to have a plan.

Before you make the leap, develop a portable book of business that will follow you to your new firm. This requires building relationships with your clients. If they trust you and genuinely believe in your abilities, they will stand by you as you set out on your own.

Next, sit down with your accountant. Understand what it is going to cost to lease your office space, to purchase

(3) Be an expert. It does you no good to be a jack of all trades and a master of none. One of the keys to developing a name for yourself is to become an expert in a particular subject matter. This is not accomplished overnight. It will take many years of hard work and requires constant sharpening of your skills. However, clients will eventually come to you because you have built a reputation as a leader in a particular area, be it contracts, litigation, government relations, medical malpractice, etc.

So, find a practice area that stimulates you and seek out ways to build your understanding of it. This includes reading journal articles, reviewing the law, talking to other practitioners, attending events with other experts in the field and, most importantly, being published.

Publication does not necessarily mean drafting a 50 page journal article (though this is certainly impressive). Publication can be as simple as writing an op-ed for a local newspaper or a short paper for a legal magazine, like *Law Practice Today*. However, the best publicity is the kind that comes to you. News articles written about your accomplishments offer unbiased third party credibility and can bolster your status as an expert in your practice area very quickly.

Also, develop connections with experts in other practice areas. These relationships can provide mutually-beneficial referrals and advice on discrete issues that will arise from time to time. I have friends with practices in employment, tax and corporate law with whom I share clients and ask questions of on a regular basis.

(4) Volunteer. Get involved in a peer building or advocacy organization as a volunteer. Organizations like the local women's or county bar association are great places to meet other practitioners and are constantly looking for individuals to help lead events and projects. These groups also provide excellent opportunities for seeking guidance, mentorship and resources to help you build your business. Other organizations you may want to seek out are chambers of commerce or non-profits in your community. These groups can expose you to a broader spectrum of strong women and men in a variety of businesses, non-profits and governmental capacities while simultaneously allowing you to give back to your community. Some of my best referrals have come from other practitioners and business leaders with whom I worked as a volunteer.

(5) Foster your relationships. It is important to remember all of the people who got you to where you are today. Before you opened your firm, you were a daughter, son, sister, brother, mother, father, aunt, uncle, best friend and partner to many people. Despite your best efforts to juggle the mountain of commitments in your life, your six year old will never understand why a meeting with your biggest client means you will not be there to walk him to the bus on his first day of school. And your significant other, as patient as they may be, will still feel slighted when an office-related emergency forces you to cancel your dinner reservations. When these things happen – and they will – be sure to remind all of the people you love how much they mean to you. Make time to foster the personal relationships that have made you a success.

It is time to understand that the success or failure of this venture rests squarely on your shoulders.

(6) Get certified. Many states, counties and municipalities have procurement opportunities specifically set aside for woman-owned and minority-owned businesses, also known as “women business enterprises” (WBEs) and minority-owned enterprises (MBEs).

Generally speaking, it is easy to become a certified WBE or MBE, which can allow you to contract your services to businesses bidding for public works contracts and even provide services directly to government agencies. Most jurisdictions have WBE and MBE goals for their procurement of between 5% and 20% of the total contract price, requiring businesses and agency officials to use their best efforts to include businesses like yours. My firm has built a significant practice providing contract advice, labor negotiation and other legal counsel to local governments and businesses in the construction industry that work on publicly-funded projects.



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Don't Let it Happen, Make it Happen: *Career Building Strategies for Women Lawyers*

By Alexa Sherr Hartley, Attorney



Life would be easier if there were a formula for successful marketing. It would be wonderful if there were a course that really could show you in 90 days how to have the career of your dreams. Unfortunately, there is no magic bullet. While there is no one-size-fits-all answer, there are guiding principles when it comes to marketing and building the career you desire.

Principle Number One. If you want results, the marketing strategy which you employ has to be right for you. Have you ever had the experience where when a friend walks into a room in a new dress you think, “That dress looks great on her but I could never pull it off”? Well, it is the same with marketing. If you try to adopt an approach that works for someone else, but does not feel comfortable to you, that approach will end up hanging in the back of your closet.

Principle Number Two. If you do not know what your destination is, it is impossible to identify the steps to get there. Before you attempt to build your career, you must know what you want it to look like. Can you paint a picture of what you want it to be in five years? What will it look like in ten? What is the legacy you want to leave? Success is like a fingerprint - no two look alike. What does it look like to you? “It depends” and “I think” are not answers, they are rough drafts.

Principle Number Three. Marketing is both a science and an art and should be treated as such. Scientists look at data and engage in analysis. As a result, you should do the same. Take a close look at what you have done to build your career in the past and ask yourself questions such as: what is my rate of return, how much energy have I expended on these efforts, can I see any trends? Art, on the other hand, calls for creativity. Creative people expose themselves to diverse information and experiences. That’s how they generate new ideas. When was the last time you took a risk, spent time with unconventional people (or just non-lawyers perhaps), or experimented with a new approach? “Not lately” is way too long.

These guiding principles apply universally. While individual marketing strategies may vary, the guiding principles do not. Keeping in mind these principles, let us take a look at a sampling of different marketing approaches. For those of you who do not have a marketing plan, are dissatisfied with your current technique, or would like to try something new, here are three different approaches you can try. They are straightforward and can be applied immediately.

Approach: “Every Picture Tells a Story.” To build a successful career you must be able to communicate how you add value to your prospective clients in a way that is meaningful. This is not the same as introducing yourself in a way that is interesting to you. The buyers must find your vision compelling. They have to be able to understand the purpose you fulfill, how your goals align with their goals, what opportunities you make available and what challenges you will help them overcome. You should have a long version and a short version (think elevator speech).

Approach: “Thank You for Being a Friend.” None of us can go it alone. All of us who have had professional success can identify the people who helped us achieve it. If you have spent time building relationships, continue to do so. If you have not dedicated resources here, start now. We need to have outside people as committed to our careers as we are. These people facilitate introductions, identify potential opportunities, and open doors. Companies selling products have sales forces, groups and divisions. With regard to your career, you are the product and you need a team.

Approach: "The Greatest Show on Earth." Perhaps self-promotion and forging alliances are not your style. Alternatively, you may be a talented person who believes that meritocracies still exist. Not a problem. There are ways for you to market yourself, too. The key to your marketing strategy is to make sure that the right people are in the room at the right time. Specifically, if your plan is to move ahead based on your achievement you need to ensure that you have an audience when you put on your show. Start extending invitations to show off to those who count - current clients, prospective clients, and "the powers that be" at your place of employment. Circulate your latest work of genius whether it be a brief, a contract, or an article to those who need to be aware of your intellectual ability. Remember you want to be discovered!

Identifying an effective career building strategy can feel like it is as elusive as tracking down Bigfoot. Further, even when you do identify a promising approach, mastering that approach does not happen overnight. In fact, most people continue to work to perfect their marketing techniques throughout their careers. Like most everything else, to get really good at it you must practice. Theatrical presentations have previews. Baseball has spring training. Painters have studios. What are you doing to identify your marketing problems and opportunities for improvement? How will you know where to make adjustments?



Alexa Sherr Hartley, president and founder of Premier Leadership Coaching, is an attorney and executive coach with a proven track record of advising successful high-level professionals. She combines her real world business experience and training as a professional coach to help attorneys, executives, and other

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An Excerpt from *The Woman Lawyer's Rainmaking Game:*

How to Build a Successful Law Practice, Second Edition

By Silvia L. Coulter, MPS and Catherine Alman MacDonagh, Attorney

Selling is often described in a number of ways, including: providing solutions to problems; building relationships between sellers and buyers; and leveraging contacts to closing business. Some people think the worst of sales; that is, coercing people into buying things they don't want/need; selling more services than are really necessary just to increase the billing, etc. However, selling is a means by which buyers educate themselves, create new opportunities for their organizations and businesses, learn about the competition and improve their network. Buyers of legal services know the value of listening to what lawyers have to say. Those who think of selling as an opportunity to gain knowledge and provide solutions that enhance a business's goals, have the right mindset. Selling is about opening doors to opportunity.

Anyone can learn how to sell. Will everyone be a multi-million-dollar-a-year contributor? Some will, some will not. By learning the appropriate process and the understanding of how to sell legal services, anyone can learn to develop her practice and become a successful contributor to the firm. Selling, like all skills, takes practice. It takes time to become good at it. You also need patience for the relationships to develop. Not too much happens over one meeting or from one speaking engagement. Given time and a clear focus, the client base will grow through building strong relationships with prospects.

As a lawyer, you possess all of the skills necessary to become quite capable at selling, including negotiating, listening, overcoming objections and driving toward anticipated outcomes. You can use these skills to your advantage for business development. For example, think of a client development situation where fees may have become an obstacle to obtaining business. The first thing you would do is ask, "If fees were not an issue, would we be able to enter into an agreement to represent you?" By asking this question, you've started the negotiation process. Staying focused on the goal or result helps you implement your legal talent toward a successful business development outcome. Once you know the process, selling legal services is easier.

That is not to suggest that selling professional services is easy. There is no trial period for which a service may be used and then returned, there is no warranty if the relationship doesn't work out or if the lawyer turns out to be incompetent. Therefore, once a relationship has been established, it can be tough to break a client away from another firm. However, there is always an opportunity and as long as the goals you create for yourself are kept at the top of your mind, every individual has the same opportunity to close new business.

Women professionals have often been criticized for being aggressive and pushy. Well, there is nothing wrong with asserting oneself; this is a positive attribute and few people get anywhere without aggressively pursuing goals. So, if anyone describes you as aggressive, take it as a compliment, move forward with your sales plan in hand, and focus on achievable goals and outcomes. In today's changing and competitive legal environment, it's okay and in fact, it is crucial to be focused, assertive, and confident. Otherwise, the tremendous opportunity for building business as the legal market shifts may pass you by.

Building contacts is key to building relationships. Once a relationship has been established, position yourself as the conduit for obtaining business for the firm. By focusing on the needs of a particular prospect and, in greater part, a particular market, you may discover that the need for your specific type of practice is not dominant at the time, but opportunity does present itself for an area in which a partner or close contact of yours specializes. Doors will open for opportunities to sell all the areas of practice that a firm may offer. If you are with a small firm or you are a sole

practitioner, selling opportunities may provide an occasion for you to refer business to other lawyers in your network or for you to develop new relationships for potential cross-referrals.

This is a key concept to understand about rainmaking: identifying needs and providing information about the services to address those needs will build business, even if it means that the business is sent out to other members of the firm or your peers. By keeping in touch with your network over the long term, an opportunity for your practice will present itself. *Remember, it takes time.* The focus on the market as opposed to the practice provides many great cross-selling opportunities. Think about the great rainmakers in your circle of contacts. They never focus just on selling their practice, but rather the focus is on building contacts, learning about clients' business plans and needs, and selling all the practice areas of the firm.

Sales takes time. Even if you set aside just thirty minutes a week to engage in sales activities, it's thirty minutes more than you've been doing. Make sure you create a task list that is achievable each day or week (one or two items). Stay focused on your goals and follow-up with all your contacts in a timely fashion. Doing what you say you will do when you say you will do it says a lot about you. It also will differentiate you from many others.

Selling is a process that has distinct stages. By following the process, you will absolutely develop business. Skip an important step, and chances are you've hurt your odds for closing new business. If you are familiar with litigation you know that presenting your case before a jury comes after discovery. There is a distinct process and no one but a fool would go to court totally blind and unprepared. Selling is the same way. Presenting your services before hearing about a prospective client's business and legal needs is putting the cart before the horse.

Here is the selling process:

Pre-Approach: Get organized, create an action plan, identify target markets; identify and organize your client and contact lists; create your bio and your service descriptions; identify trade publications and their editors in chief; identify pertinent organizations and executive directors.

Approach: Get in front of the market. Meet potential new clients and referral sources; attend association meetings; write articles, give speeches; follow up on opportunities.

Qualify and Assess Needs: Identify the decision-maker(s), ask questions that provide information and insight (if you are in charge of the questions, you are in control of the sales process); follow the 80/20 rule – talk 20 percent of the time and listen 80 percent of the time to the prospect.

Strategize/Build the Relationship: Keep in touch; show you care about your contacts' and clients' business needs, strategies, and goals; prepare (and rehearse) presentations.

Address Need/State the firm's Solution: Match legal services to specific identified needs; use firm materials to support what you are saying and to showcase services.

Obtain Engagement/Close: Ask for the engagement, "close" the business, obtain a new client.

This process may take an hour over a lunch with a referral or it may take up to five years. The time it takes is called the selling cycle. The important point is to clearly understand where you are in the process. Another key is to always have the control in the process. As the saying goes, you don't want to let someone else carry your water across the desert.

Remember, while everyone can always improve their selling skills, you already have everything you need to get started. Follow the process, don't skip steps, believe in yourself, stay in touch with your network and always follow up. *Rainmaking success can be yours.*



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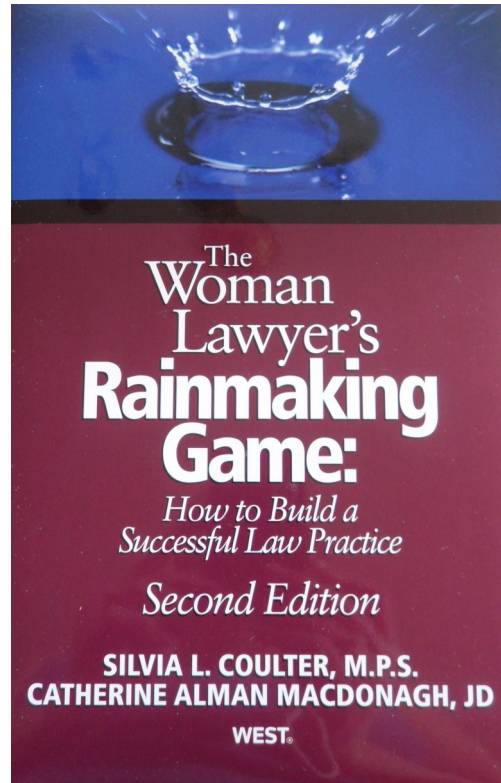
Catherine Alman MacDonagh, J.D. is a former corporate counsel and successful law firm executive. Now, she is focused on process improvement, marketing, and business development in professional services firms. A Legal Lean Sigma® Black Belt and a certified Six Sigma Green Belt, Catherine is the CEO and Co-Founder of the Legal Lean

Sigma® Institute, which provides consulting and the first process improvement courses specifically designed for the legal profession. Catherine is also a developer and the Chief Enthusiasm Officer of the Legal Mocktail™, an experiential networking training exercise, and is a Co-Founder of the Legal Sales and Service Organization, where she chairs the Board of Advisors. She is also an independent consultant with her own practice, Firm Guidance. She currently serves on the international board of the Legal Marketing Association (LMA). Some of the honors and awards Catherine has received include: Elected Fellow, College of Law Practice Management, *Boston Business Journal's* 40 Under 40, two years on the prestigious MLF 50 (*Marketing the Law Firm Top 50*) List, just to name a few. She is the co-author of the ABA's best-seller, *The Law Firm Associate's Guide to Personal Marketing and Selling Skills* book and training manual and the second edition of *The Woman Lawyer's Rainmaking Game*.

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Silvia is a Principal and Co-founder of LawVision Group. She is a recognized leader in law firm business development strategy and assists firms with business development, key client retention and growth strategies, client service strategies and process improvement initiatives. Prior to co-founding LawVision Group, Silvia was a Managing Director at Hildebrandt International. She is an Adjunct Faculty member at George Washington University where she teaches in the Masters in Law Firm Management program. Silvia is the co-author of "The Woman Lawyer's Rainmaking Game," published by West and an active member of the Legal Sales and Service Organization Board.



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face unique challenges
when it comes to
making rain.**



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practical rainmaking tips



...from two of Florida's most successful women lawyers

Having the opportunity to peak behind the velvet curtain in order to catch a mere glimpse as to how effective women in law firms of all shapes and sizes “make it rain” is something that most of us only dream of, as we often wonder just what is the secret to their wild success! You will not have to wait any longer, as FAWL has the distinct privilege of interviewing two members who have extremely successful careers and practices. So sit back and enjoy as we unveil practical rainmaking tips from two of Florida's best women rainmakers, Susan Healy, Naples and Twyla Sketchley, Tallahassee.

By Brittany Maxey, Journal Editor



Susan Healy is a founding partner in the investor advocacy law firm Vernon Healy. The Vernon Healy law firm, based in Naples, has a niche practice focused on complex financial disputes and securities fraud litigation and arbitration. Susan and Vernon Healy represent clients in Southwest Florida; however, in their role as investor advocates, they also have the distinct advantage of being able to represent clients in securities industry arbitrations held throughout the United States and in London. Thus with both a regional practice and a practice that draws from a narrowly defined, but geographically widespread client base, Vernon Healy, has created a marketing plan that includes both local networking and the development of a national and international presence. Susan was honored as Woman Lawyer of the Year by the Collier County Women's Bar Association and has been named by her peers as one of The Best Lawyers in America in the area of securities law. Susan also currently serves as the 2011-2012 President of FAWL.



Twyla Sketchley is a Florida Bar Board Certified Elder Law Attorney with The Sketchley Law Firm, P.A. in Tallahassee, Florida. She is licensed to practice in Florida and Montana. The Sketchley Law Firm specializes in Elder Law and focuses its services and community support to assisting elders and their loved ones in finding and maintaining quality long term care where the elder is cared for with dignity, respect and love. Ms. Sketchley is the Chair-Elect of The Florida Bar Elder Law Section and the Immediate Past President of Tallahassee Women Lawyers. She also serves on The Florida Bar LOMAS Advisory Council and The Florida Probate Rules Committee. Ms. Sketchley has been recognized by The Florida Bar, her community and her peers for her outstanding contributions to the legal profession. In 2010, she was named a FAWL Leader in the Law. In 2009, she received the Florida Bar Pro Bono Service Award for the Second Judicial Circuit and the Elder Law Section Charlotte Brayer Public Service Award.

When it comes to marketing, what has worked for you and your firm?

“It is crucial to identify the target audience for your marketing. Look at how new business has come to you in the past. Identify the characteristics of the clients or referral sources that would be logical sources for new business and then direct your efforts to those specific groups.

We have found that when it comes to marketing the firm, we are much more comfortable with getting new business through engaging in activities that have value beyond just providing a marketing opportunity. The potential clients who self-refer learn about us primarily from our investor-education blogs, while the attorneys and other professionals who refer clients often know us because they have attended one of our presentations on how to identify financial fraud or they know us from our attorneys’ and staff members’ community, bar and charitable activities and our firm sponsorships.” **Susan Healy**

“First and foremost, if you want the community to support you and your practice, then you have to support it. I approach my practice, not only as a law practice, but also as a business. As a small business owner, it is important that I support my community, be an asset to it, and work within it to have a healthy strong community. A healthy strong community is able to support the businesses within it, including mine. I am very active with local charities. I also provide pro bono legal services through local legal services providers and through court appointment. And, I am always willing to speak to community groups about the issues that arise in my practice and changes in the law that affect the community.

Second, I believe it is important to establish and maintain good personal relationships and to be a good person. We refer business to the individuals around us who we trust and care about and that is true of those who refer business to you. I ask every client and potential client who referred them and make a point of making a personal contact with that referral source. My business is sustained by referrals from individuals that I sincerely care about.

Third, while many folks in your business life are referral sources that should not be the only reason that you are interested in them, thus I never look at a person as merely a “referral source”. The flip side of never looking at a person as only a referral source is remembering that any person or entity can be a referral source; this includes your assistant, the receptionist at your opposing counsel’s office, or the waitress at your favorite restaurant. Your everyday interactions with people can affect whether or not you get your next great referral, or any referrals, for that matter. When you treat your staff badly, they tell everyone they know what a terrible boss you are. It is unlikely those people will ever come to your firm for help. If you are rude to your opposing counsel’s staff, the next time that firm has a conflict they will not send you the referral. When you fail to tip a waitress, she is not likely to ask you for help when she needs an attorney in her divorce. In short, be a good person.

Fourth, find a voluntary bar organization or section that fits with your personality and join it. Go to its meetings. Mingle with its members. Volunteer to help within the organization. These activities improve your reputation, introduce you to others who can mentor you, answer legal questions outside your practice area, refer cases to you, and help you talk through sticky ethical issues.

Lastly, kindness and recognition always pay off. I send a personal thank you note to every person or entity that refers me a case. For those referral sources that send me several cases in a year, I send them a small thank you gift at least once a year and I take them to lunch periodically. Any time a client, friend, colleague or referral source has a life changing event that I find out about, I try to send a personal card or email. For folks that I have not heard from in a while, I send them a “how are you doing” email or card. This lets the people around you know that you care. And remember, we refer cases to those individuals we trust and care about.” **Twyla Sketchley**

When it comes to rainmaking, what has not worked for you and your firm?

“Traditional advertising and other client-directed approaches don’t work for us, because they do not reach either our potential client base or our logical referral base. Cases come to us mostly as referrals from lawyers, accountants and other financial professionals. To the extent that clients contact us directly, many are likely to live outside the state, so they would not be exposed to local advertising.” **Susan Healy**

“I did not find telephone book advertising a cost effective marketing tool for a small firm and many of my colleagues with small firms feel the same. I also did not find traditional advertising effective, as unless there is some specific reason for the advertising such as a billboard, television ad or newspaper ad, I have not found it to be a cost effective marketing tool for my small firm.” **Twyla Sketchley**

If you had to build your practice again from scratch, what would you do first?

“I have to say that I think we did it right the first time. Before we started Vernon Healy, my partner and I agreed on our mission statement, firm values and goals. We measure everything we do – including our marketing efforts - against the mission, values and goals we established during those initial firm meetings. As long as we stay true to the principles we established when we created the firm, our marketing efforts are pretty successful.” **Susan Healy**

“The first thing I would do is develop a solid description of my ideal client. I spent many years, dragging every kind of client into my practice and trying to figure out how to make clients be what I wanted or needed them to be—responsive, paying on time, honest, polite to my staff. Instead, I should have done some research and developed a profile of what I determined was a good client for my practice. Once you know what kind of client you need to sustain and build your practice, you can tailor your marketing strategies and management practices to getting and keeping those clients. I now have a description of my ideal client and have developed a marketing strategy to seek out those clients and screening tools in my place to weed out potential clients that are too far outside that ideal client description.” **Twyla Sketchley**

What tips do you have for other women lawyers on how to successfully develop new business?

“Women need to get past the idea that marketing requires blatant self-promotion. Most women are natural networkers who can confidently convey what we do and the value we offer when we are communicating one to one. But we can freeze up when we think we are “marketing.”

I know you have heard it before, but an elevator speech is important. When you have an unusual practice area like mine, it is even more important to continuously refine your message based on your listeners’ reactions. Glazed eyes are definitely not a good sign, while enthusiastic follow-up questions usually mean you got it right.

For women in small firms, it is especially important to maximize the impact of your successes. Expand the impact of presentations beyond the attendees. Let your colleagues know about your honors and achievements. Big firms routinely send press releases celebrating their attorneys’ accomplishments, and there is no reason why a small firm can’t do the same. It’s not “bragging,” it’s news. Just don’t forget to include FAWL on your mailing list!” **Susan Healy**



“When you are a small business owner and a lawyer, your reputation is your brand. Strive to have a reputation of competence, civility, honesty, responsiveness, and strength of character. This is not something that you can pay to create or pay to repair. It is something you have to work at every day and take action to protect.

Also, do not be afraid to ask those around you to refer business to you and in some instances do not be afraid to accept referrals. Part of being a good business woman is knowing when and how to ask for referrals. Your vendors depend on you to maintain their business and it is realistic to expect them to send business your way. Make sure all your vendors, your office building neighbors, and your postal delivery people know what you do. People may fail to refer business to you because they do not know what you do (and may be more familiar with what someone else does). When you hear your vendors talking about referring cases make sure you let them know what you do and that you can help. If you hear a vendor or banker discussing referring a case to someone you know is not a client of that vendor or the banker, you can politely point out that the other firm is a good firm, but your firm handles exactly the kind of case they referred and they could have referred it to one of their own customers. While you cannot expect your vendors to refer every case to you, you can encourage support by flexing your economic muscle. If a vendor continues referring cases to your competition and not to you, even after you have told them what you do and politely asked for referrals, especially if your competition is not a customer of that vendor, you can look to see if there is another vendor you could use who will be more supportive of your business. Do not be impolite, but use your business dollars to support the businesses that support you. This same principle goes for those community organizations you support with your sponsorship dollars and volunteer time. Although your only reason for supporting a local charity or event should not be referrals, you should expect recognition. Be sure the organization staff knows what you do and that you appreciate the referrals. I have a limited marketing budget so I limit my sponsorship support to those organizations closest to my heart or from which I receive a tangible benefit to my firm.

*Additionally, figure out the negative impacts on the business and avoid them politely. Marketing is not just about bringing in work. It is about bringing in BUSINESS. There will always be people around who intentionally or unintentionally have a negative impact on your business. You may have an attorney who calls you all the time to use your hard won knowledge, forms and valuable time, but never refers you cases, is never able to reciprocate, or worse, sends his business to your competitor. A referral source may only refer you difficult cases and clients with no means to pay. You may have a vendor whose business practices are so shoddy you spend an excessive amount of time monitoring and correcting the vendor’s errors. Often we put up with these issues to avoid an ugly confrontation, out of eternal hope that things will get better, or because we just can’t find the time to solve the problem. It is better for business when we admit early that the frustration is bad for business and, as politely as possible, terminate or limit the offending relationship. The sooner negative issues are solved; the sooner business becomes productive again.” **Twyla Sketchley***



Brittany J. Maxey is the founder of Maxey Law Offices, PLLC, a law firm exclusively practicing in the area of intellectual property law, namely, patents, trademarks, copyrights and trade secrets. Brittany is a patent attorney, registered to practice before the United States Patent & Trademark Office, a field in which less than one percent of all attorneys are designated. Brittany brings to the job a diverse legal background with experience in the mechanical arts, pharmaceutical and biological industries. In addition to providing legal counsel, Brittany manages all aspects of clients’ intellectual property needs including procurement of patents, trademarks and copyrights, trade secrets and technology licensing. Brittany received her undergraduate degree in Biological Science at the University of Mississippi and her Juris Doctor from Stetson University College of Law. She is a frequent guest panelist and speaker at universities, law schools, industry shows, community events, legal panels, and local radio programs, where she addresses questions about intellectual property topics.

Create your Marketing Plan in just 20 minutes a day!

By Terrie S. Wheeler, MBC

Most lawyers I work with will tell me they are “too busy to market.” My response (spoken nicely, of course) is, “if you wait until you have time to market, it will likely be too late!” I know even the best intentions can be relegated to the large pile of “to do’s” on the credenza for what lawyers think is a legitimate reason: billable client work. I have taken it upon myself to make it easy for lawyers to develop a marketing plan by spending only 20 minutes per day. Even the busiest lawyer can find 20 minutes in a 24-hour period!

If you follow the format below, in one month you will have a written marketing plan to grow your practice. The approach I use focuses on high impact, low cost marketing strategies built around the very best conduit to attracting new business—your contacts. So let’s begin.

Week 1 – Identify your Best Contacts and What Makes you Unique

Day 1 – A-Level Client Criteria: If you are marketing for new business, you must know exactly what type of client is the best fit for you and your firm. Think about what your best clients have in common and seek to attract only clients who fit your A-level criteria.

Day 2 – Current Clients: Create a list of your top ten current clients; those you could do more work with, or who could refer you to others.

Day 3 – Prospective Clients: Create a list of the top ten clients you would like to attract; clients you are not yet working with but would like to be.

Day 4 – Referral Sources: Determine the criteria your best referral sources have in common, the A-level criteria. Then, create a list of your top ten referral sources – those with whom you would like to build a stronger relationship.

Day 5 – What Makes You Unique?: Determine what makes you unique as a lawyer by focusing on the value you bring to your clients. If you are in a law firm, you can also articulate what makes your firm unique.

Week 2 – Establish Target Audiences, Key Messages and Marketing Objectives

Day 6 – Target Audiences: Identify those prospective client groups that best utilize the highest level of your expertise as a lawyer.

Day 7 – Key Messages: Create three to five statements on why you are THE best lawyer to work with. Focus on what makes you unique as a lawyer. Think about how you would respond to this question from a prospective client: “Why should I hire you?”

Day 8 – Create Your “Real” Business Development Goal: Identify how much revenue you want to generate next year. Then, create a list of your current clients. Next, identify your revenue history with each client or referral source over the past couple of years. Finally, project what you think you will generate with each this year. Subtract your projected revenue from your overall goal to identify your REAL business development goal.

Day 9 - Marketing Objectives: Remember, marketing objectives need to be specific and measurable. Identify your objectives under The Four Pillars of Marketing:

I. Retain and Grow Relationships with Current Clients and Contacts. What do you want to accomplish in the areas of client service, client satisfaction, cross marketing, and referral source development?

II. Attract New Business - Include objectives surrounding networking, new business development, proposal development, market research, and professional association activities.

Day 10 - Marketing Objectives: Identify your specific objectives in the categories of:

III. Increase Your Name Recognition in the Marketplace. Consider areas like advertising, branding, public relations, trade shows, community involvement, and social networking.

IV. Pursue Targeted and Effective Communications. Cover topics including client communications, marketing database, website, and event planning.

Week 3 – Develop your Marketing Action Plan

Day 11 - Retain and Grow Relationships Action Plan: Revisit the marketing objectives you set for growing relationships on Day 9. Create a list of three to five activities you will pursue in this area.

Day 12 - New Business Development Action Plan: Revisit the marketing objectives you set for developing new business on Day 9. List three to five activities you will pursue in this area.

Day 13 - Increase Name Recognition Action Plan: Revisit the marketing objectives you set for increasing your name recognition on Day 10. Create a list of three to five activities you will pursue in this area.

Day 14 - Targeted Communications Action Plan: Revisit the marketing objectives you created for targeted communications on Day 10. Identify three to five activities you will pursue in this area.

Day 15 - Review and Refine your Action Plan: It takes time to put your marketing action plan in place. Use today to review what you have created this week. Get started on at least three activities.

Week 4 – Create your Contact Action Plan

Day 16 – Current Client Action Plan: Review the top ten current clients you identified on Day 2. Summarize the date of your last interaction with them, what you discussed, and the date you would like to follow up with them. Calendar the activity!

Day 17 – Prospective Client Action Plan: Review the top ten prospective clients you identified on Day 3. Summarize the date of your last interaction with them, what you discussed, and the date you would like to follow up with them. Calendar the activity!

Day 18 – Referral Source Action Plan: Review the top ten referral sources you created on Day 4. Summarize the date of your last interaction with them, what you discussed, and the date you would like to follow up with them. Calendar the activity!

Day 19 – Define your Competitors: Think about those you seem to bump up against when competing for new business. Summarize the unique value you bring to your clients and what makes you the right choice over your competitors.

Day 20 – Future Trends: Identify three business, social, or economic trends you see looming on the horizon. Analyze the impact of these trends on your current clients, prospective clients, referral sources, and for your practice in general.

Week 5 – Create your Marketing Tools

Day 21 – Create or Revise your Biography – A well written biography is one of the most essential personal marketing tools a lawyer can have. Spend time updating it so that you are impressed by what you see on paper!

Day 22 – Create Your Representative Experience: Show your clients you have done what they need. Create multiple pieces of representative experience using this format:

Type of Client:

Client Issue:

Your Approach/Solution:

Results:

Day 23 – Develop your Elevator Speech: Create a summary of what you do for your clients based upon the “best and highest use” of your talent and expertise. Focus on the value and results you deliver to clients, not on the fact that you are a “tax attorney” or “an estate planning lawyer.” Practice this at the next event you attend in response to “So, what do you do?”

Day 24 – Hold Yourself Accountable: Remember that if you pursue the right activities consistently over time, you WILL be successful!

Day 25 – Celebrate your Success: Review your marketing plan and see how far you have come in one short month.

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Scenes from FAWL's 2012 Lobby Days Tallahassee, Florida



Kathy Arrant, Executive Director of The Florida Supreme Court Historical Society addressed participants.



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From Left to Right: 2011-2012 Legislative Director, Elizabeth “Bib” Willis, Florida Supreme Court Justice Barbara Pariente, 2011-2012 President, Susan Healy, and 2011-2012 President Elect, Laura Wendell





January 25, 2012

**Breakfast
Reception for
Legislators**

Above From Left to Right: Laurie Thompson, 2011-2012 Chapter Representative South Palm Beach County FAWL, FAWL Executive Director, Karen Howe, and 2011-2012 President Elect, Laura Wendell
Below From Left to Right: 2011-2012 Public Relations Director, Mary Ann Etzler, Representative James C. “Jim” Frische, 2011-2012 President, Susan Healy, Representative Leonard L. Bembry, 2011-2012 Legislative Director, Elizabeth “Bib” Willis, and 2011-2012 Treasurer, Robin Bresky



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1965-66 Phyllis Shampanier	1997-98 Jennifer R. Coberly
1966-67 Ann B. Miller Yandre	1998-99 U.S. Rep. Katherine A. Castor
1967-68 Adele T. Weaver	1999-00 Jeanmarie Whalen
1968-69 Delphene C. Strickland	2000-01 Barbara A. Eagan
1969-70 Ruth Fleet Thurman	2001-02 Susan W. Fox
1970-71 Judge Frances Ann Jamieson	2002-03 Siobhan H. Shea
1971-72 Judge Winifred J. Sharp	2003-04 Dinita L. James
1972-74 Claire K. Cates Luten	2004-05 Magistrate Deborah Magid
1974-76 Judge Judith A. Brechner	2005-06 Judge June C. McKinney
1976-78 Elizabeth Athanasakos	2006-07 Wendy S. Loquasto
1978-80 Irene Redstone	2007-08 Sherri L. Johnson
1980-81 Linda Carol Singer	2008-09 Rebecca H. Steele
1981-82 Debbie Malinsky Orshefsky	2009-10 Tasha K. Dickinson
1982-83 Debra Weiss Goodstone	2010-11 Gigi Rollini

Florida Association for Women Lawyers

2011 - 2012 Chapter Presidents

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Florida Association for Women Lawyers

2012 Annual Meeting

Friday, June 22, 2012 and Saturday, June 23, 2012
Gaylord Palms Resort & Convention Center, Orlando, Florida

Friday Schedule of Events:

Joint Awards Luncheon

12:00 p.m. to 2:30 p.m.
Sun Ballroom B \$42

FAWL Marketing CLE

3:00 p.m. to 4:30 p.m.

Orange Blossom
Ballroom

Free to FAWL Members!

\$20 Non-Members

The Florida Bar President's Reception

5:30 p.m. to 7:30 p.m.

Osceola Ballroom B
Register with The Bar

*Wine and Dessert
with Authors*

7:30 p.m. to 9:30 p.m.

Orange Blossom
Ballroom

\$15 Members

\$25 Non-members

Silvia L. Coulter and Catherine Alman MacDonagh, JD will join us for a program based on their book, *The Woman Lawyer's Rainmaking Game: How to Build a Successful Law Practice*. They will uncover secrets to building your practice and the steps you can take to become (or remain) a successful lawyer in today's competitive marketplace.

Based on their many years' experiences, the speakers know that developing selling skills is not a luxury. Rather, it's a necessity. They also appreciate that time is a lawyer's stock and trade and that each individual's strengths and situation is unique. So, they suggest that while there is a process to business development and marketing, a "one size fits all" approach is ineffective. They also won't recommend engaging in activities that you find terrifying or excruciating. Instead, they believe in identifying individual strengths and building on them rather than wasting effort attacking weaknesses. The program will use examples for both consumer-oriented as well as business-oriented practices.

Discussions will include:

- ◆ The secrets of successful women rainmakers
- ◆ The keys to business development success
- ◆ How to invest time wisely
- ◆ Tips on turning contacts into clients
- ◆ The value of inactive clients
- ◆ Improving your existing client relationships
- ◆ The value of service excellence as a strategy
- ◆ How to modify traditional sales methods to build business
- ◆ Determining what marketing activities work best for you
- ◆ Sharpening your game at business-building events



Please plan to join us for a dynamic presentation from two well respected leaders in law firm marketing and sales who are known for their successes in business development, marketing, strategy and process improvement in the legal profession.

Saturday Schedule of Events:

FAWL Board Orientation & Breakfast

8:30 a.m. to 9:30 a.m.

Officer Installation, Strategic Planning & Board of Directors Meeting Luncheon

10:00 a.m. to 1:00 p.m.

Daytona 1-2

Fabulous Door Prizes throughout FAWL's Events!



Wine and Dessert with Authors

Roundtable Discussion
& Book Signing



Every lawyer has a story to tell... some even get published.

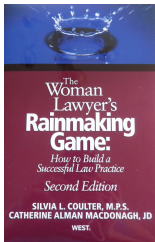
After The Florida Bar President’s Reception, join FAWL’s panel of experts for a dessert and wine reception featuring a panel discussion, book signings and advice on how to get your story told. Our panel of successful lawyer-authors will share tips about finding the time to write, locating a publisher and juggling dual careers.

FAWL’s 2012 Leaders in the Law will be honored at this event.

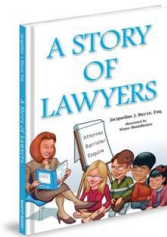
Attorney Author Panel:



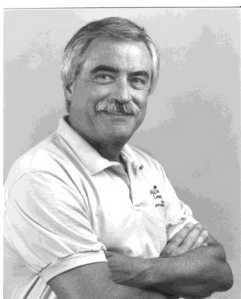
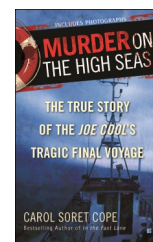
Catherine Alman MacDonagh



Jacqueline J. Buyze



Carol Soret Cope



MODERATOR JEREMIAH HEALY, a former trial lawyer and law professor, created the popular John Francis Cuddy private-investigator series and, as “Terry Devane,” wrote a series of legal thrillers featuring woman lawyer Mairead O’Clare. His books and short stories have won or been nominated for the Shamus Award fifteen times.



2012 Annual Meeting Registration Form

Full Name: _____

Highest FAWL Leadership Position (if any) _____

Chapter: _____

Chapter Office Position (if any) _____

Friday, June 22, 2012:

Joint Awards Luncheon Yes No \$42 \$_____

Marketing CLE Yes No
\$Free Member/\$20 Non-Member \$_____

Wine & Dessert with Authors Yes No
\$15 Member/\$25 Non-Member \$_____

Saturday, June 23, 2012:

Board Orientation (Members Only) Yes No \$ 0.00

Officer Installation/Strategic Planning Yes No \$ 0.00

*Board Meeting/Luncheon (Members Only) Yes No \$ 0.00

Total \$_____

Pay by check # _____ or Visa MasterCard Discover

Name on card: _____

CC# _____ Exp. Date: _____ CVV: _____

Billing Address: _____

City: _____ Zip: _____ Amt.: \$_____

TO REGISTER

Go to www.fawl.org or complete this form and fax it to: 1-866-830-5536 or mail it by **June 15, 2012** with your registration check or credit card information to:



FAWL
P.O. Box 38339
Tallahassee, Florida 32315

***All 2012-2013 Executive Officers and Chapter Representatives are expected to attend, and FAWL Members are welcome!**



2012 Annual Meeting Sponsor:

Lawyer Cover is a Professional Liability Insurance Program specifically designed for lawyers. Professional Liability provides protection for lawyers exposed to claims for actual or alleged negligent acts, misstatements, misleading statements, and errors or omissions in the rendering, or failure to render, professional services.

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Special Feature

Join FAWL Today! Built upon over 60 years of success, we are proud to report that our current membership remains strong due to our history of offering relevant continuing legal education, professional networking opportunities and leadership training and resources. Membership is open to members in good standing of the Bar of any State and any law student enrolled in an accredited law school.

Membership is very important to FAWL as an organization! It enables us to facilitate the advancement of women in the law and serves as an endorsement of our mission. It also helps offset meeting expenses and contributes to our commitment to provide members with **FREE continuing legal education** (see page 35 for sample CLE listings). In addition, the strength of our membership ensures that we are able to secure prominent speakers, negotiate key meeting facilities, and attract strong leadership.

Membership in FAWL is also very beneficial to you! The connectivity, resources, information and benefits that FAWL offers our members are invaluable. On the State level, in addition to **FREE CLE** and member discounts on products and services you can use (see page 35 for a listing of sample products and services), you will have the opportunity to promote your firm in FAWL's bi-annual *Journal* at reduced member-only advertising rates. Most importantly, membership in your local Chapter provides a unique opportunity to help you propel your career to the next level of success.

At the local level, you will be able to:

- Connect with an already established community of women lawyers all dedicated to each other's success.
- Attend local events and seminars that provide networking and career development opportunities.
- Make your voice heard in the economic, social and leadership spheres of influence.
- Access resources and benefits that bring bottom-line benefits to your practice.

It is easy and affordable to become a member! Page 34 contains a Chapter map of FAWL's 29 Chapters throughout the state of Florida and page 37 provides current dues information. If you prefer to join online, please visit www.fawl.org and click the **Join FAWL Now!** link. If you have any questions, please do not hesitate to email FAWL's Executive Director at admin@fawl.org.

Don't miss out on being part of a powerful community of women professionals by joining FAWL today!

Florida Association for Women Lawyers

Our Mission

To actively promote gender equality and the leadership roles of FAWL's members in the legal profession, judiciary and community at large. To achieve these goals, FAWL will uphold the highest standard of integrity, honor and courtesy in the legal profession, promote reform in law, and facilitate administration of justice.

Our Focus

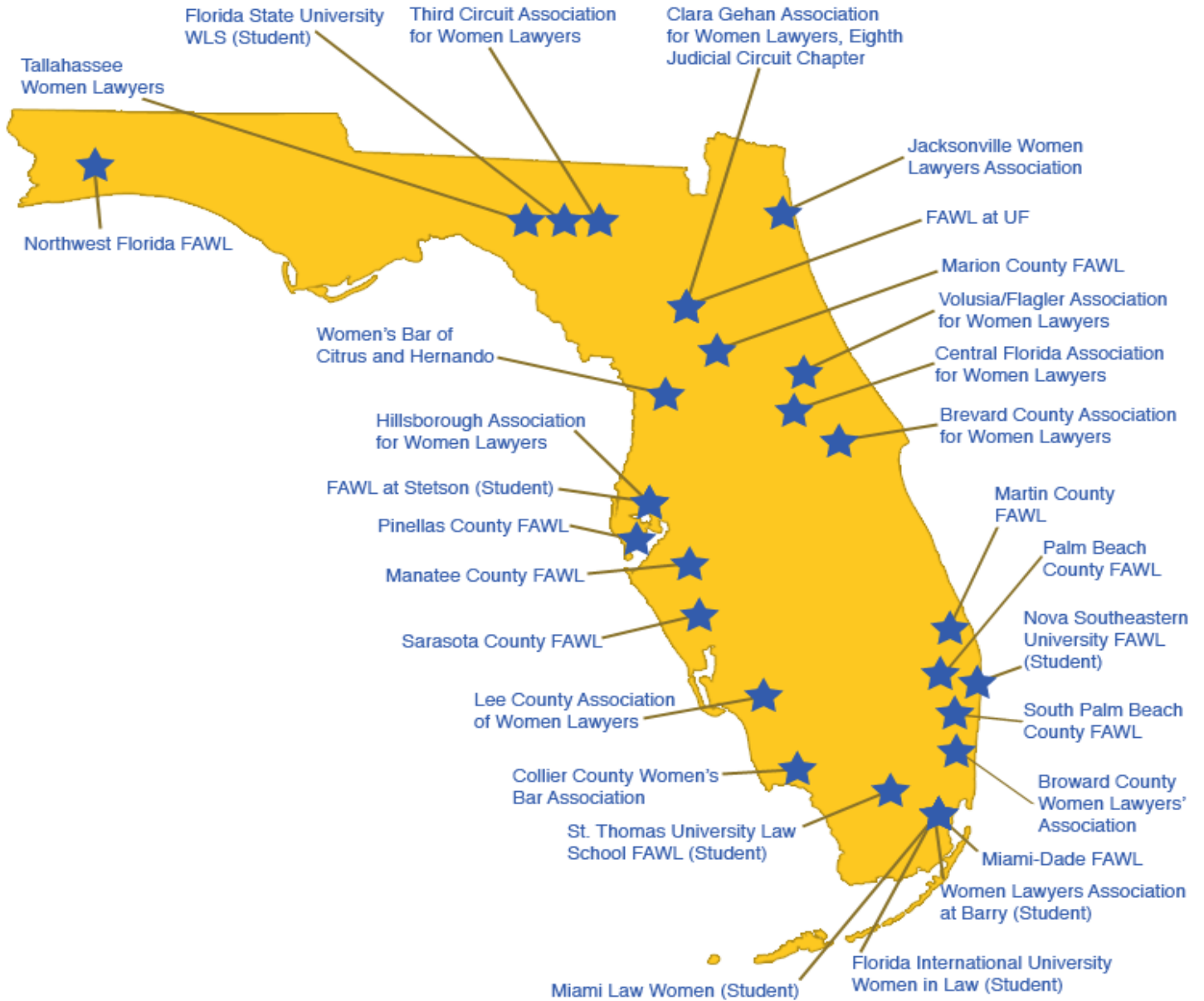
FAWL and its local chapters focus upon the professional advancement of women lawyers specifically and the promotion of women's rights generally. To accomplish these closely related goals, FAWL provides a statewide forum for the exchange of political views, continuing legal and management education and leadership training and resources.

By organizing and working together in FAWL, women lawyers have enhanced their visibility within the legal profession and in their communities and increased their communication with one another. Through the statewide meetings of FAWL, which are now held quarterly, and the monthly meetings of local chapters, members are provided with formal opportunities to share information. The meetings also present opportunities for women lawyers throughout the state to meet and form networks as they forge better working relationships. Information is also disseminated to members through the bi-annual FAWL Journal, 10 monthly E-Newsletters and the FAWL website. An attorney locator available through the FAWL website assists members with referrals and networking.

As the number of women lawyers grows from year to year, their strength and effectiveness can be increased by working together as members of the Florida Association for Women Lawyers.



FLORIDA ASSOCIATION FAWL FOR WOMEN LAWYERS





Take Advantage of FAWL's Exclusive Retail Discounts and Member Benefits

FAWL member benefits providers are specifically selected for the desirability of their products to our members and companies are only recognized as FAWL member benefits providers if they agree to provide our members with a substantial discount that is not available to attorneys in general (or that is greater than the discount offered to attorneys in general). So, whether you are looking for gifts for your colleagues and clients or products and services for your law office or practice, your FAWL membership can prove to be quite a deal.

FAWL FREE Online CLE. As a member you will be able to access complimentary audio and video CLE approved by The Florida Bar. FAWL currently offers over 25 Florida Bar credit hours in such diverse areas as:



- ◆ Independence of the Judiciary
- ◆ Forum on Court Funding
- ◆ Trial Skills: Preserving the Record for Appeal
- ◆ Facebook and Other Electronic Social Networks: The Latest Minefield of Evidence Law
- ◆ Health Care Planning and End of Life Decisions
- ◆ The Leadership Advantage: Sharpen Existing Skills and Master New Strengths
- ◆ Path to Leadership Series: *Best Kept Secrets for Advancing within the Bar*

and many many more. Courses include course number, number of hours and expiration date along with a link to The Florida Bar's online CLE credit form.

A sampling of FAWL's Membership Association Partners:



Exclusive FAWL Malpractice Insurance Provider and 2012 Annual Meeting Sponsor




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NO CHAPTER? Start one in your area



F.A.W.L. JOURNAL

A Publication of the Florida Association for Women Lawyers

SUMMER 2003



**Join Your
Local Chapter
for 2003-2004**

NO CHAPTER?  Start one in your area...

Map labels: NORTH WEST, TWL, JACKSONVILLE, CLARA GEHAN, MARION, VOLUSIA/FLAGLER, HILLSBOROUGH, STETSON, CFAWL, PINELLAS, MANATEE, BREVARD, SARASOTA, TREASURE COAST, LEE, PALM BEACH, COLLIER, BROWARD, NOVA, ST. THOMAS, MIAMI/DADE

Florida Association for Women Lawyers

2012-2013 UNIVERSAL MEMBERSHIP APPLICATION

P.O. Box 38339 • Tallahassee, FL 32315 866/241-FAWL www.fawl.org admin@fawl.org

TYPE OF MEMBERSHIP:

- New Member Renewing Member
- Attorney Member Student Member
- Affiliate Member, joining Chapter and/or FAWL
(Requires Chapter and/or FAWL Board Approval to Join)

Date: _____ Name: _____

FL Bar #: _____ County: _____

Firm/Agency: _____

Address: _____

City: _____ Zip: _____

Work Phone: _____ Cell Phone: _____

Email: _____ Fax: _____

* **E-mail address is mandatory.** Check here if you do not wish to receive FAWL announcements and publications.

PRIMARY PRACTICE AREAS (3): _____

This information is posted on the Member-Only Referral Locator Section of the FAWL website, and is searchable by name, area of practice and city.
 Check here if you do not want to be included in the Referral Locator.

**BECOME AN ELITE MEMBER OF FAWL
BY JOINING THE JUDGE MATTIE BELLE DAVIS SOCIETY!**

Please enroll me in the Judge Mattie Belle Davis Society!*

*Any FAWL member in good standing can join the Mattie Belle Davis Society. The fee is a \$100 annual contribution to State FAWL, in addition to regular dues, and supports FAWL's statewide Legislative and Bar participation, and enhances Chapter & Member support.

Subscription to the FAWL Journal \$17.50

PAY BY CHECK # _____ **OR CREDIT** Visa MasterCard Discover

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* You may be contacted by your local Chapter to complete a Chapter Application.

FAWL MEMBERSHIP (No Chapter) \$45 \$10 Student

The amounts below include Local + State Dues. State Dues are due only once if you join multiple Chapters. *

Barry Women Lawyers Association \$20 Student

Brevard County Women Lawyers Association
 \$80 Attorney (5 yr or >) \$65 Attorney (< 5 yr)
 \$50 Gov't \$35 Student

Broward County Women Lawyers Association
 \$90 Attorney (5 yr or >) \$75 Attorney (< 5 yr)
 \$60 Gov't \$45 Student

Central Florida Association for Women Lawyers
 \$95 \$75 Legal Aid/Gov't \$40 Student

Women's Bar of Citrus/Hernando \$80 \$20 Student

Clara Gehan Association for Women Lawyers \$55

Collier County Women's Bar Association
 \$75 \$55 Gov't \$20 Student

FIU/FIU Women in Law \$10 Student

FSU Women's Law Symposium \$20 Student

Hillsborough Association for Women Lawyers
 \$165 \$115 Gov't/Legal Aid (5 yr or <) \$115 Student

Jacksonville Women Lawyers Association
 \$250 All-Inclusive \$100 Reg. \$65 Gov't \$35 Student

Lee County \$75 Reg. \$30 Student

Manatee County FAWL \$70 \$60 Gov't/Legal Aid

Marion County \$75

Martin County \$75

Miami Dade FAWL \$85 Reg/Chap. Affiliate
 \$65 Gov't/Legal Aid \$35 Student

Miami Law Women-UM School of Law \$60 Student

Northwest FL Chapter (Pensacola) \$65

Nova Law Center \$25 Student

Palm Beach County FAWL \$85 \$45 Gov't/Student

Pinellas County \$65 Attorney \$20 Student

Sarasota FAWL \$90

South Palm Beach County \$80 \$15 Student

St. Thomas Univ. Law School \$35 Student

FAWL at Stetson \$17 Student

Tallahassee Women Lawyers \$85 \$45 Student
 \$85 Chapter Affiliate

Third Circuit FAWL \$65

Volusia/Flagler Association for Women Lawyers
 \$80 \$55 Gov't \$50 Judiciary \$15 Student

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Contact **Terrie S. Wheeler, MBC, Founder**

Email: TWheeler@MarketYourLawPractice.com

Call Terrie Directly: 651-633-2711

Offer: FAWL members receive a \$200 discount on the site, reducing the cost from \$1,450 to \$1,250 for an annual subscription. That's about \$100 per month for personalized marketing guidance and expertise (Really -- you have YOUR OWN personal marketing coach!) Visit MYLP, click **Subscribe Now**, and then click the FAWL logo. Your discount will be automatically calculated.

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