

A Special Message from Attorney Ben Glass,
Author of:

Great Legal Marketing – How Smart Lawyers Think, Behave and Market to Get More Clients, Make More Money, and Still Get Home in Time for Dinner.

So, What's It Going To Be?

Are you going to give in to those who say that the economy is so bad that you can't make any money or land the types of clients you want? Have you come to the conclusion that the recession has beaten you and made it impossible to achieve any real growth? Do you believe that the "guys on TV are the only ones who are getting cases now or landing new clients"?

OR,

Are you ready to recalibrate your thinking and chart a new course? Are you willing to accept that there is no recession in the legal world (after all, people didn't stop having accidents, going through divorces, getting DUIs, suffering harm from medical errors, going bankrupt, or dealing with the estates of family members who have passed away, did they?). Are you open to the prospect of experiencing double-digit growth? Maybe even triple-digit growth?



It's the Wild, Wild West All Over Again

Great Legal Marketing Comes to Texas

Wednesday, April 18, 2012

Dallas, TX

www.GLMDallas.com

Hurry!

Seats are going fast.
Go to
GLMDallas.com
for a very
special offer!

An Urgent Memo to Solo and Small
Firm Attorneys from America's Premier
Expert on Law Firm Marketing:

The Battle Lines are Being Drawn.

On one side you have the naysayers and the doomsdayers who are convinced that all sorts of nefarious forces have aligned and conspired against them having any real success. They're also convinced that their destiny is controlled by others and that they can't affect change. (If this is where you find yourself, you probably should stop reading now since very little of what I'll say in the coming pages will resonate with you.)

On the other hand, there is a group of lawyers who aren't making decisions about their practice based on what the stock market did last week, what the latest unemployment numbers look like or who might control the White House in 2013 and beyond. Sure, all of those factors are important, but at the end of the day, the truly successful lawyers realize that they are in control and that they have the ability to grow, or even explode their practices, no matter what is going on with the economy or who is in office.

These are lawyers who have crafted a plan, set goals and laid a foundation for their success. Lawyers who understand that there isn't a magic bullet or one surefire approach for practice growth. Instead, they realize that the key is developing a marketing system that attracts a steady stream of qualified leads and converts them into clients.

These are the types of lawyers you find at Great Legal Marketing events.

I'm writing to you today to let you know about an extraordinary opportunity that is coming next April in Dallas, and I'm inviting you to take part.

For the first time ever, GLM and Dan Kennedy are teaming up for an event...and it's an event you simply can't afford to miss:

It's the Wild, Wild West All Over Again

Great Legal Marketing Comes to Texas

Wednesday, April 18, 2012

Dallas, TX

www.GLMDallas.com

Let the transformation begin.

This is a one-day workshop that is 100% focused on the essentials of designing and implementing attorney marketing that grabs the attention of your ideal client, repels the rest (you know the ones I'm talking about), and enables you to finally build the practice of your dreams. Hundreds of lawyers across the country are using Ben Glass style legal marketing, and if you've never been to one of our events, now is the time.

In short, this conference is your blueprint, your primer, your playbook.

3 Quick Notes Before I Get into the Nitty Gritty Details:

- 1: This GLM-Glazer Kennedy special event will precede the annual Glazer-Kennedy 3-day SuperConference. If you're looking for four days that will truly transform your practice, you owe it to yourself to attend both events.*
- 2: Even though the SuperConference is now a Glazer-Kennedy members-only event, we were able to not only get GLM members and fans access to the event, we were also able to get Glazer-Kennedy Gold member pricing for GLM members and fans! This is a big deal! See the registration form for all the details. You must use our fax form to gain access.*
- 3: GLM Mastermind Members, Top Practices' Top Performers and Foster Web Marketing Premium Clients all get in for FREE to the GLM-Glazer Kennedy One-Day Workshop. (Use the fax form – write your membership level. Contact Ben, Rem or Tom if you want to apply for an upgrade.)*



So What is This Event All About and What is in Store for Solo and Small Firm Lawyers at the GLM-Glazer-Kennedy One-Day Workshop in April?

Well, for starters, I can tell you that this is the only event of its kind that is spearheaded by a practicing personal injury and medical malpractice attorney. Sure, there are other legal marketing conferences you can attend (I'm sure your State Bar has some great ones letting you know all the things you're not allowed to do with your marketing), but this is the only one that is led by an attorney who goes through the same battles you do.

“If I took the sum total of everything I learned about marketing and law school and before I met Ben Glass and wrapped it up with a pretty bow and applied it in one super, duper burst of energy, I would be staring at my telephone saying, ‘Ring phone, ring’; then Ben Glass introduced me to the science of legal marketing and, after 23 years of practicing law, I thought my education complete.

Ben has studied with the giants so I don’t have to spend a fortune trying to sort the wheat from the chaff. Ben introduces me to marketing experts; I get to pick and choose from the best in the country.

And here is a secret: applying Ben’s marketing lessons is fun.”

**Gary Rosenberg
Personal Injury Attorney
Forest Hills, New York**

An attorney who knows what it's like to take on the insurance companies, the medical profession and state legislatures hell-bent on putting you out of business. An attorney who understands (through first-hand experience) exactly what it takes to build a thriving practice with the types of clients that I want. An attorney who realized long ago that law school does a lousy job of actually preparing you to manage, market and operate a law firm. An attorney who decided that his family, his health and his bank account all would be better off if he figured out a different way to promote and sell (yes, sell) his services and his firm.

That "different way" is what we teach.

At this conference you'll learn:

- The **"game-changer" marketing** that enables you to garner more trust for both you and your profession;
- That if you're still in the **Yellow Pages, you're probably wasting gobs of money** (unless you set up your ads using the approach we'll show you);
- How to **develop a commanding Web presence** in the toughest Internet marketing environment to date (the recent Google slap is nothing compared to what's coming next), including the 8 essential Web basics that every lawyer must be doing;
- Why running **"regular" TV ads** is one of the quickest ways to drain your bank account and leave you wondering, "What just happened?";
- Why **ignoring social media, especially Facebook, is a critical mistake**, and what you need to do to leverage this powerful marketing tool;
- What all the top run firms already in Great Legal Marketing are doing to make sure that not only does everything run smoothly, but **your clients become evangelists for you and your firm**;
- The **5 reasons why Web video is now a "must include" part of your marketing strategy** (and how to get professional-looking, affordable video on your website and YouTube).

“There are some who can create, a few who can implement and a tiny minority who can teach. You three [Ben, Rem Jackson and Tom Foster] managed to do all three! Your great presentations and materials had true synergy for a group of like minded attorneys! Not only would I recommend this seminar, I would strongly caution those who might make the fatal mistake of missing the practice and life changing concepts that you present.”

Vaughan de Kirby
Law Offices of Vaughan de Kirby
San Francisco, CA

But there's more, including special appearances by the GLM Niche Coaching Leaders.

You know, 6 years ago when GLM was founded, nearly all of the members were personal injury and malpractice attorneys. But a funny thing happened along the way – lawyers in other specialty niches like bankruptcy, criminal defense, family law and estate/probate, started to realize what we knew all along – that the marketing principles we taught were applicable to any practice area. In fact, they discovered that they had a huge advantage compared to their competitors when they employed the GLM approach. As a result, our non-PI membership has grown substantially during the past couple of years.

At the GLM-Glazer-Kennedy one-day event next April 18, attendees will have the opportunity to talk with, interact with and hear from GLM's four law niche coaching program leaders:

- ★ Jim Brown, a bankruptcy attorney from St. Louis, MO, who increased his firm's revenues by 50% after joining GLM, and developed a superstar staff that went out of its way to get to the office even when a blizzard shut down the city (true story; just ask Jim about it);

- ★ Bob Battle, a DUI/traffic lawyer from Richmond, VA, who tripled his income, cut the hours he worked almost in half and saw his incoming client volume skyrocket, all within 18 months of adopting the GLM approach and philosophy.
- ★ Charlie Hofheimer, a divorce and custody lawyer from Virginia Beach, VA, who took what he learned from GLM and built one of the more successful family law practices in the country. He has enjoyed record higher income each of the past three years and now has a website that produces over 9,000 visits every month.
- ★ Dave Frees, a probate, trusts and estates attorney from just outside of Philadelphia, PA. After being introduced to Ben Glass through Dan Kennedy, Dave applied the GLM systems and processes to his practice and is now able to take six weeks off every year to travel with his children and wife, has more of his most profitable clients, works less hours, and truly does work that he loves.

What's really cool about this one-day conference is that you're going to hear the tips, tools and strategies that lawyers usually pay up to \$3,995 to learn at our other conferences. Don't miss Wednesday, April 18, 2012:

- You'll learn the **crippling mistakes that most lawyers make** and how avoiding those mistakes can save you countless headaches and lots of money;
- I'll give you **7 amazing strategies** to dominate on YouTube, including one that enabled me to control all 10 positions on one YouTube results page;
- We'll show you how to **create raving fans** who will literally sell your services for you (and stay with you for life);
- You will leave with **9 "outside-the-box" ways** to effectively market even if you have little or no money to start;
- Importantly, you'll learn how to develop the **mindset of the successful professional** (without that, your marketing efforts will almost certainly come up short, and no, they don't teach this at any "standard" State bar seminar);
- I'll show you the amazing way to **parlay a single idea into at least six different ways** to market your practice;

- You'll learn the **secret marketing weapon** that successful GLM members around the country are using each month which is generating a tremendous return on their investment;
- And, you will walk away with **an A-Z, 90-day action plan** that will enable you to transform your practice.

Lots of stuff, huh? Not surprising, though, since we've been told that attending one of our conferences is like trying to drink water from a fire hose! Truth be told, I could fill the next 10 pages with examples of what you'll learn at this workshop, but that list wouldn't do justice and won't come close to what you'll experience when you are there in person. The sharing. The interaction. The camaraderie. The chance to rub elbows with some of the sharpest lawyer marketers in the country (and pick their brains). I can't tell you how many times I've seen lawyers develop lifelong friendships at our events after a chance meeting at lunch, during dinner or even in the hallways during a break. It happens because what goes on at these events is special. We really are like a family.

And I hope you'll join us on April 18, 2012, in Dallas, to experience it firsthand.

"When I opened my firm, I read everything I could about marketing. Then I came across your information. In less time, I received more high quality clients just by listening to you. In my opinion, you are THE marketing guru for lawyers. I spend less time wading through tons of phone calls and emails on cases I do not want. Your program gives me more time to practice law while I spend less time on marketing giving me more time to work up my files and keep my clients happy. I am getting the types of cases that I want to get."

Jonathan G. Stein
Personal Injury/Insurance
Law Offices of Jonathan G. Stein
Elk Grove, CA



There's more.

As usual, the one-day GLM-Glazer-Kennedy event is 100% **Guaranteed**. If you find that you are not completely satisfied at the end of the day, just find me and tell me what you were unhappy with, and we'll refund all of your money. No questions asked; no hard feelings. Heck, we'll even reimburse you up to \$500 of your documented travel expenses. You have nothing to lose.

Special Bonus:

To see the entire Glazer-Kennedy SuperConference Brochure, go to GLMDallas.com. You should read it for 100 other reasons why you should attend *both* my one day conference on April 18, 2012, *and* the entire Glazer-Kennedy SuperConference.

But...I've got a drop-dead, no-brainer offer for you. Here it is:

- 1). Register to attend both the GLM one-day conference and Dan Kennedy's SuperConference, and;
- 2). Use the fax-back form to register and....

You can come to our 2-day mega lawyer marketing extravaganza in Virginia on October 12-13, 2012, for **\$99.00**. That's not a misprint. (It's really 3 conferences for the price of 1).

See you there,

Ben



P.S. Obviously, I am thrilled to have been hand-selected by Dan Kennedy. I have an (ever growing) bunch of competitors in the “legal marketing space”. This is going to be exciting.

P.P.S. No one wants to be away from home/off for 4-5 days. I get that the temptation to “take a pass” will be there. As lawyers, we have a unique opportunity to leverage what we know into wealth for ourselves and our families. If all you got was a 1% gain in total revenues, you would be ahead on this deal.

P.P.P.S. If all you got was a 1% gain in revenues after attending this entire event, then maybe you weren’t qualified to attend. Join us. Stop farming for clients. Start choosing who you best want to work with.

P.P.P.P.S. Act quickly on the 3-for-1 conference special. I added that language without asking Tom or Rem. Those two tightwads will have a cow when they read this. I can’t guarantee that the offer will last or that they’ll still be talking to me in September!



2012 MARKETING AND MONEY-MAKING SUPERCONFERENCE

& THE MARKETER OF THE YEAR BONUS DAY

...PLUS INTRODUCING THE ALL-NEW GROUP SESSION DAY

Group Session Day – April 18, 2012

SuperConference April 19, 2012 – April 21, 2012 • Bonus Day – April 22, 2012

Dallas, Texas

GOLD Member - \$2497.00 ___ 4 Payments of \$597 Savings of \$109 (Feb, Mar, Apr, May) Or ___ 1 Payment of \$1997 (charged in February)	DIAMOND Member - \$2497.00 ___ 3 Payments of \$597 Savings of \$706 (Feb, Mar, Apr) Or ___ 1 Payment of \$1497 (charged in February)
SAVE \$500	SAVE \$1,000
YES! I also want to attend BONUS Day!	
___ Gold Member - \$597.00 (added to pymt plan)	___ Diamond Member - \$397.00 (added to pymt plan)

NEW! Group Session Day – Wednesday April 18th

___ Please Register Me to Attend the Group Session Day for the Business Indicated below - \$697

___ Attorneys (w/Ben Glass) ___ Medical Professionals (w/Rem Jackson) ___ Thought Leaders, Speakers, Authors, Coaches (w/Dan Kennedy)

Register the following Guest(s) 1. _____ 2. _____

\$197 per guest (added to pymt plan)

← Don't forget this!

Young Entrepreneur Workshop

Kids between the ages of 13–18 attend SuperConference for just \$97 and Bonus Day for FREE!! (added to pymt plan)

Name _____ age _____ 2. Name _____ age _____

Please register the following guest(s) for SuperConference 2012 / Bonus Day

SuperConference \$397.00 each guest – Bonus Day \$197.00 each guest (added to payment plan)

Must Be Spouse, Significant Other, W-2 Employee, or 1099 Associate – maximum 2

Name _____ Relationship _____ Attending SC ___ Bonus Day ___

Name _____ Relationship _____ Attending SC ___ Bonus Day ___

YES! I want to be a VIP and receive the following benefits: 1) Priority Registration (no waiting in lines) 2) Early Bird Access to the Conference Room 3) Preferred Seating 4) 2 Drink Tickets for the Networking Event 5) VIP Gift Bag with a special gift from GKIC and the SuperConference Exhibitors.

Charge me for _____ VIP Tickets at \$249 each (added to pymt plan)

I am interested in competing for 2012 Marketer of the Year on Bonus Day With a \$10,000 1st Prize!

SEND ME THE DETAILS PLEASE!

GUARANTEES: If, at any time during the first day of The SuperConference, you honestly believe you've made a mistake and that you don't belong here or you are otherwise disappointed, you need only say so to receive a full 100% fee refund PLUS UP TO \$500.00 toward your documented travel and lodging expenses.

PLUS...100% Refund On Cancellations 30+ Days Before The SuperConference

Name _____ Business Name _____

Address no (PO Boxes) _____

City _____ State _____ Postal Code _____ Country _____

E-Mail _____ Cell Phone _____

Phone _____ Fax _____

___ Visa ___ MasterCard ___ American Express ___ Discover

Credit Card Number _____ Expiration Date _____

Signature _____ Date _____

GLM Members should register for the entire SuperConference - you won't regret it!

FAX THIS FORM TO 773-305-2711 OR CALL 866-656-8413 - DEADLINE February 15th