

**NEW BAR ASS'N VIDEO SHARES SIMPLE,
PRACTICAL TIPS FOR LAW FIRM MARKETING**

Law firm marketing doesn't have to be complicated.

That's the message of a new self-help video available from the Philadelphia Bar Association. The new video, featuring law firm marketing director Pamela McCarthy of Klehr, Harrison, Harvey, Branzberg and Ellers contains effective, proven marketing tips for use by solo and small firms as well as larger firms. The 85-minute program, produced with the help of a grant from the American Bar Association, reveals valuable marketing secrets, such as:

- How to maintain a quick and easy-to-use contact list.
- Where to network for best marketing results.
- How to take maximum advantages of everyday marketing vehicles you may be overlooking.
- Why you need to build your marketing base with assets you already have.
- How you can turn your own accomplishments into an advertisement for your firm.
- Why you need to make client referrals pay off in more ways than one.
- Where you will encounter the stumbling blocks that will lead to marketing failure and how you can avoid them.
- How to minimize the time you spend on marketing efforts and maximize results.
- What "value added" really means and how to make it work for you.
- How to develop a marketing plan and keep it viable as circumstances change.
- Why certain direct mail efforts and "cold" contacts are often a waste of time.

According to Richard Furia and Joseph Prim, Co-Chairs of the Association's Solo and Small Firm Management Committee, the video is a "bread-and-butter, practical roadmap to marketing that contains good ideas for law firms of all sizes." Furia and Prim noted that through the efforts of the ABA the Association is now able to make the video available to members "virtually at cost" for \$14.95 including shipping and handling.

To obtain a copy of the video, send a check made payable to the Philadelphia Bar Association) for \$14.95 to: "Marketing Video," Philadelphia Bar Association, 1101 Market Street, 11th floor, Philadelphia 19107.

Name: _____

Address: _____

E-mail: _____ Fax: _____

Please send me _____ copies of the video at \$14.95 each.

_____ Enclosed is my check, made payable to the Philadelphia Bar Association for \$_____.

Please charge my _____ Visa _____ American Express _____ MasterCard

Name as it appears on the card: _____

Credit Card Number: _____ Exp. Date: _____

Signature: _____ Date: _____