How to Capture and Keep Clients: Marketing Strategies for Lawyers, 2nd Edition

Edited by Jennifer J. Rose
American Bar Association, 2015

Reviewed by RAYMOND L. PANNETON

As the title suggests, capturing and keeping clients can be one of the most daunting aspects of the practice of law. In today’s modern practice, firm owners can easily get so caught up in their social media presence that they often overlook the act of actually obtaining clients. However, without clients, the stellar attorney directory rating means nothing.

How to Capture and Keep Clients: Marketing Strategies for Lawyers, 2nd Edition, has been published by the American Bar Association for over a decade. The 2nd Edition, published in 2015 and edited by Jennifer J. Rose, seeks to compile real-world, useful tools for obtaining and maintaining a strong client base for the practitioner. Rose, who was the former editor-in-chief of GPSolo magazine, understands the unique position of the solo and small firm and uses this knowledge in creating a relevant and worthwhile tool kit.

This anthology, authored by true practitioners from across the United States, touches on every relevant area of modern law firm marketing. Topics covered range from “asking for business” to “tax implications of law firm marketing.” Unlike most books on law firm marketing that simply gloss over the main ideas, How to Capture and Keep Clients fully explores and develops each section in a way where true knowledge and insight is being passed along. As a reader, you feel that the author truly wants you to succeed and they are not “holding anything back” from you. This is a breath of fresh air.

Laid out in topical sections, this book does not and should not be read in order, cover to cover. It is written, by design, in such a way to function as a frequent reference book for the practitioner. Per the editor, Jennifer Rose, “[this book] should resemble a well-used Joy of Cooking, replete with the smudges of dirty fingerprints.”

How to Capture and Keep Clients is an excellent arrow in the practitioner’s quiver. The editor has successfully compiled a group of authors that understand the modern struggles of law firm marketing, and are able to effectively communicate ways to overcome these struggles to be successful. The advice being given within its pages is relevant, concise, and well explained. A small firm owner or solo practitioner at any stage of their career can benefit in some way from the wisdom given.

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Collection, Demand, and Commercial Letters for the General Practitioner

By David J. Cook, JD
American Bar Association, 2015

Reviewed by PAUL T. BOWERS

In Collection, Demand, and Commercial Letters for the General Practitioner, David J. Cook provides a practical and engaging approach to pre-litigation demand letter writing that will afford many attorneys with a war chest of demand and commercial letter samples. Cook draws upon his over 40 years of experience as a collections attorney in California to author this extremely useful practice guide.

Cook imparts his personal insight and philosophy about demand letter writing in the book, with commentary following each letter sample he provides. The author also includes a few useful adages, which help to convey his letter-writing approach to any attorney. These axioms, such as “Measure twice, but cut once” and “You had me at hello,” listed and expanded upon in the Prologue, allow readers to immediately...