



Introduction	vii
Chapter 1 Your Marketing Plan: Niche Marketing	1
Chapter 2 Your Professional Image	23
Chapter 3 Advertising on the Ground and in the Ether: Your Website, E-mail Marketing, Directories, and More	39
Chapter 4 Social Media for Today and Tomorrow	73
Chapter 5 Public Relations: Press Releases, Brochures, Newsletters, and More	91
Chapter 6 In-Person Networking: Memberships, Meetings and Conferences, and More	107
Chapter 7 Writing and Speaking: Blogs, Getting Published, Speaking Gigs, Webinars, and Podcasts	129
Chapter 8 Communications: E-mail, Telephone, Snail Mail, and More	151
Chapter 9 Gifts and Entertainment: Dos and Don'ts, Promotional Items, and the Role of Charitable Giving	173
Chapter 10 Your Law Practice as Marketing Tool: Meeting Client Expectations, Cross-Marketing, and Marketing for In-house Counsel	183
Chapter 11 Asking for Business: Preparation, Asking for Referrals, and More	195
Afterword	207
Index	209

