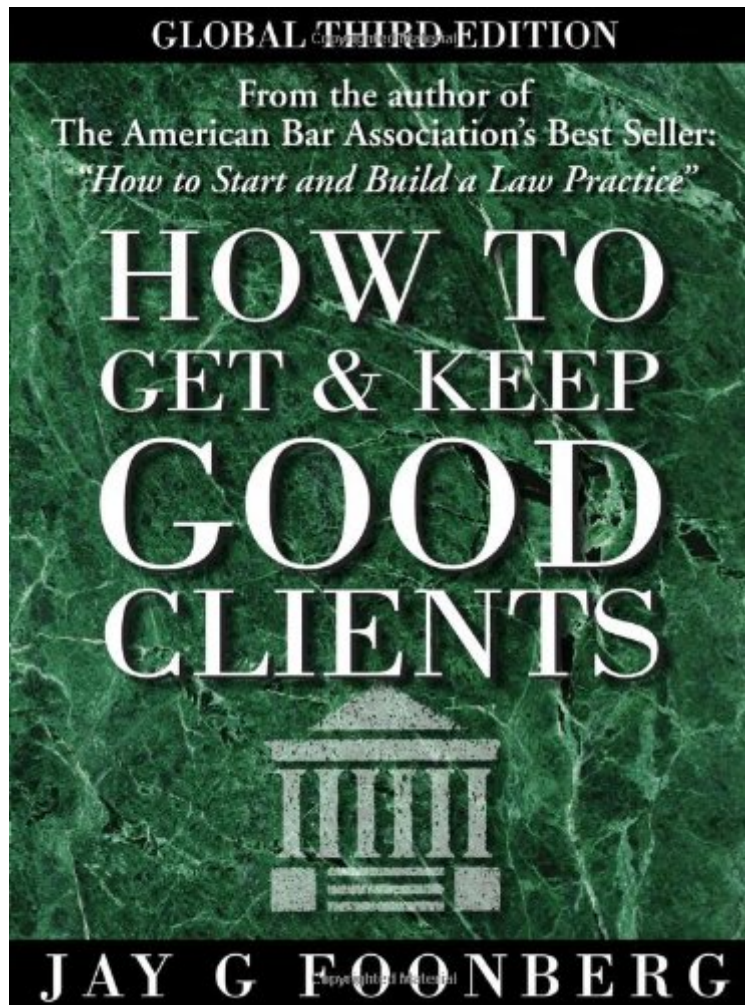


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How To Get and Keep Good Clients, Global Third Edition

Jay G Foonberg

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day. Author discusses all aspects successful attorney shall consider - from selecting workplace, choosing partner, hiring personnel to equipping the office and advertising. Foonberg points out that even minor factors construct legal career. Consider - for example - benefits of buying telephone number which used to company that has moved. Even answering - theoretically trite question - what kind of law do You practice ? is crucial starter/ender in relation with prospective client. Author demonstrates how employing ethic and confidentiality may affect one's career. Controversial parts of the book provide strategy for lawyers interested in leaving the company with " stolen " clients. On the other hand remedies are provided to disable such events. In accordance with its title Foonberg demonstrates step by step whole range of effective and efficient techniques for attracting new clients and extracting more business from existing ones.

Best selling author and acknowledged marketing ace Jay Foonberg gives time-proven tips and systems that you can use for long-range and immediate marketing success. This book is not theoretical. Foonberg encourages you to try different marketing approaches in order to develop your own winning personal style. This is practical information you can put to use right away. You'll find hundreds of useful suggestions intended to grow your practice, and improve the way you do business day to day. The end result is a more client-focused, efficient, and profitable practice with everything pointed in the right direction. Includes: "Foonberg's Favorite 51 Rules of Good Client Relations for the Busy Lawyer""How Turning Down my First Case Led to 19 Cases""How to Handle People Who Hate Lawyers or the Legal System""Fee Allocation Formulas to Encourage Marketing" Numerous sample letters, homespun advice, and personal experiences And much, much more! Put Jay Foonberg's over thirty years of personal experience in the continuing education field to work for you. You'll find his advice practical and understandable as he presents even the most complex theories in a simple easy-to-learn and easy-to apply fashion. Jay believes any person can have a successful career, and have a life with high income and free of non meritorious complaints if that person is willing to learn and willing to make the simples changes he suggests.

About the Author "Jay Foonberg has successfully practiced Business Law, Business Litigation, Estate and Probate Litigation, Legal Ethics and Aviation Law." Jay has served in the ABA House of Delegates; he is on the Advisory Council for the ABA Commission on Evaluation of the Rules of Professional Conduct and he was a founder of the ABA Law Practice Management Section. His book, How To Start and Build a Law Practice (5th edition), is the book that is most frequently stolen from law libraries in the United States and it has earned more than \$1 million for the ABA, and has been their best seller every year since 1977. Mr. Foonberg is the author of three other important books, all available from the ABA: How to Get and Keep Good Clients (3rd edition); Finding the Right Lawyer; and The ABA Guide to Lawyer Trust Accounts. A much sought after speaker, Jay has led seminars and taught client relations, malpractice prevention, ethics and client development in every one of the 50 states and as far afield as Europe, South America and Asia in English, Spanish, and Portuguese. Jay earned his JD from UCLA Law School and has received the prestigious Harrison Tweed Award, CLE's highest honor. He lives and practices in Beverly Hills, California. Recognition of his skills has resulted in his being perhaps the only person ever honored for lifetime achievements with awards from 4 American Bar Association entities including the following: 1. Harrison Tweed award from the ABA-PLI Consortium on Continuing Legal Education for being the Most Outstanding CLE Educator in the United States. 2. Sam's Smith Medal for a Lifetime Achievements by the Law Practice Managment Section of the ABA. 3. Don Riklis award for Lifetime Achievements by the General Practice Solo and Small Firm Division of the ABA. 4. Law Student Division of The ABA for Life Time Achievements., 5. Lou Goldberg Award as the Most Outstanding Attorney-CPA in the United States by the American Association of Attorney-CPA's. Jay has also been decorated by the nations of Argentina and Brazil for his work in International Trade as well as having been accepted by The Knights of Malta for his work with hospitals throughout the world.