



How to Make Marketing Billable: The Best Advertising You'll Never Pay For

Client-Lawyer Communication

A common complaint among attorneys is that there's not enough time in the day. How can you not only meet your billable requirements, but also make time for marketing, networking, and rainmaking? Fear not, for there is a way.

This presentation highlights how, by focusing on client-lawyer communication and the relationship process, practicing lawyers can increase repeat business by maximizing client satisfaction, generate new business by maximizing word-of-mouth promotion/advertising, and fundamentally make marketing a billable function of the every day practice of law.

By embracing a systematic process that accurately identifies clients' needs, clarifies expectations, and incorporates feedback and evaluation throughout, attorneys can make their case management more efficient, more effective, and simultaneously engage a billable marketing model that's "the best advertising you'll never pay for."

"How to Make Marketing Billable: The Best Advertising You'll Never Pay For" provides attorneys with tactical and strategic communication practices:

- To increase professional competence,
- To elevate the quality of service rendered to clients, and
- To improve coordination among clients, co-counsel, opposing counsel, & co-workers.

For Complete Details:

<http://www.ketchcom.net/legal/billable-marketing-model.html>



CONTACT US

Ketchcom Development, Inc.

Phone #: 703.209.2987

Email: info@ketchcom.net

URL: www.ketchcom.net

Monday – Friday
9 a.m. – 6 p.m.

The Bottom Line: Effective Client-Lawyer Communication ...

- Makes case management more efficient and more effective.
- Increases repeat business by maximizing client satisfaction.
- Generates new business by maximizing word-of-mouth promotion/advertising.
- Maximizes cross-marketing/cross-selling.
- Makes marketing a billable function of the every day practice of law.

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COMMUNICATION DEVELOPMENT

- **Lunchtime Learning**
- **On-Site: Half-Day/ Full-Day**
- **Money Back Guarantee**

What You'll Learn ...

- How can your firm's culture influence client retention?
- How can listening directly impact profitability?
- How can identifying client needs and clarifying client expectations improve productivity?
- How can you incorporate feedback and evaluation into your client-lawyer communication practices?
- How can building quality client relationships generate income long after an initial case is settled?

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STAKEHOLDERS

- Partners & Associates
- Law Firm Non-Attorney Staff
- In-House Corporate Counsel
- Government Counsel
- Paralegals

CLE CREDIT STATEMENT

This presentation is designed to meet general requirement criteria for **1.00 - 3.00 hours of CLE credit** (subject to state requirements).

About The Faculty

Currently serving as Executive Director of Ketchcom Development, Inc., [Eric Paul Engel](#) has provided organizational learning and communication development services for over a decade to private, government, and non-profit organizations, including the Pentagon's Information Technology Agency, Purdue University, and the University of Missouri. A prolific writer and orator, he has facilitated over 750 workshops, seminars, and classes addressing over 1500 participants total. Mr. Engel is a member of the National Communication Association (NCA) and the Association for Continuing Legal Education (ACLEA).

Innovations in Process—Solutions in Practice.