

1-DAY SEMINAR

Coming to a City Near You

BOOT CAMP for **LAWYERS**

Marketing Boot Camp for Lawyers

- What Lawyers Need to Know About Creating Websites, Designing Newsletters, Conducting Seminars and Exhibiting at Trade Shows
- Best Practices in Client Development
- *Billable Hours and Hourly Rate: What Works (and What Doesn't)*
- Public Relations Strategies
- Competitive Analysis, Market Segmentation and Targeting Specific Client Groups
- How to Survive Without Relying on the Yellow Pages
- Hand-Picking the Best Clients
- Differentiating Your Practice. Standing Out in a Crowded Legal Community.



Irwin Pollack
Esquire

Business Boot Camp for Attorneys

- *Law Firm Economics: Billable Hours, Billable Rate, Billing, and Collections*
- How to Manage Your Law Firm Like It's a Business
- Strategic Planning and Business Plans
- *Ethical Considerations: Client Funds Accounts, Office Sharing and Solicitation*
- Time Management, Job Satisfaction and Work-Life Balance
- *The Client Focused Practice: From the Client Interview Through Discovery and Trial*
- Latest Trends in Alternative Dispute Resolution and Conflict Resolution
- Associates and Solos – How to Be the Managing Partner of Your Career



Steve Sharaf
Esquire

Registration Begins at 8:30am – Seminar is Conducted Between 9a.m. and 3p.m.

Dallas
October 25, 2006

Austin, TX
October 26, 2006

Atlanta
October 27, 2006

Midland, TX
November 2, 2006

Denver
November 3, 2006

Portland, ME
November 16, 2006

Raleigh, NC
November 17, 2006

Hartford
February 7, 2007

Columbus, OH
February 8, 2007

BLP
BETTER LAW PRACTICE

BOOT CAMP for LAWYERS

Learn – in one day – what it's taken other attorneys and law firms years of trial and terror to develop!

16 workshops – jam-packed into a one-day seminar!

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Irwin Pollack
MORNING SPEAKER

How to Market Your Law Firm or Solo Practice – Trends Across the Country.

Irwin Pollack has achieved unparalleled results in the areas of marketing and business developing – making him the obvious choice for any law firm wishing to grow their practice. Mr. Pollack has been interviewed by business newspapers and magazines, he publishes his own newsletter and is often featured as a local guest with respect to issues relating to how local lawyers, professional service providers, consultants, and other businesses can take their businesses to the next level.

Friends say that at the age of 45, Irwin Pollack has finally cut back on his hours – from 85 to 70 a week. What Mr. Pollack does has a track record of success. It works, but it is not magic. It takes work – hard work.

Spend an hour, one-on-one, with Irwin Pollack and you'll likely get more questions than answers.

His strategies are focused. They relate stories of America's leading law firms – what they are doing to be successful – and specific ways that the ideas can be put to work.

Aside from his leadership of Better Law Practice, Mr. Pollack has been President and Chief Operating Officer of his own marketing and management firm since 1987. He is also a Co-Founder of the Massachusetts Family Law Group, a family law firm throughout Massachusetts. Beginning in 2007, he is scheduled to teach Law Firm Marketing at the Massachusetts School of Law.

Pollack's focus relates to the trends and techniques as they relate to database marketing, newsletters, educational-based seminars, better use of both broadcast and newspaper advertising, direct mail tactics, how to orchestrate a referral-based practice, public relations strategies, internet templates, and the list goes on and on.

Irwin lives outside of Boston, Massachusetts with his teenage son, Austin.



Steve Sharaf
MIDDAY SPEAKER

Best Practices to Mastering The Business of The Practice of Law

Steve Sharaf is a Co-Founder of BLP Enterprises, LLC. As Partner with Irwin Pollack, Steve represents Better Law Practice by traveling across the country to educate lawyers on how to better their law practices. He is committed to bringing the best practices to every lawyer seeking to not only stay competitive in a fiercely competitive marketplace, but to also bring satisfaction back into the practice of law.

Mr. Sharaf's knowledge comes from practicing real estate, commercial and personal injury law for nearly 20 years.

He is a 1985 graduate of Boston College and a 1988 graduate of Suffolk University Law School in Boston. Steve Sharaf is a member in good standing of the Massachusetts Bar, and has practiced in both the state and federal courts.

Steve Sharaf is a sole practitioner presently but has worked in both big and small firm settings. As a member of the faculty at the Massachusetts School of Law since 1990, he teaches a number of courses including "The Business of the Practice of Law," "Conflict Resolution and Alternative Dispute Resolution" and "Motions and Pretrial Practice." He is also a member of the Board of Editors for Massachusetts Lawyers Weekly newspaper.

Mr. Sharaf takes great pride in bringing both his students and clients beyond "the rules" of law and into the practical aspects of the everyday practice of law.

In his free time, Steve is also the Co-Founder and President of A Coach's Gift Charitable Foundation established to honor volunteer youth sport coaches with donations to children's charities.

Steve Sharaf lives just outside of Boston with his wife Michele, and his two sons Ben and Daniel.

Here's What Other Lawyers Have Said:

"Forcefully delivered, well researched and very practical." - *Dee Kelly Jr., Managing Partner, Kelly Hart & Hallman, Ft. Worth, TX*

"Your business approach to law demands accountability for each dollar invested. Any lawyer who gets the opportunity to work with you gets a tiger on their side." - *Kenneth Halpern, The Law Offices of Kenneth Halpern, Newton, MA*

"Your program teaches what law school should have...thanks!" - *Amanda Beekman, The Reardon Firm, Fort Worth, TX*

"This is important information to keep your practice growing." - *Jeff Woller, Founder, Draftinghouse P.C. Portland, OR*

"Steve, you were instrumental in making my dream to open my own practice come true, years before I thought it possible." - *Randy J. Spencer, Esq. Plainville, MA*

CONFERENCE SCHEDULE

8:30a.m.-9:00a.m.

Registration and Coffee

9:00a.m.-9:15a.m.

Welcome and Opening Comments

9:15a.m.-9:45a.m.

Economics of the Law Practice

■ Best practices in increasing billable rate and billable hours

■ How to develop your firm's "unique marketing proposition"

■ *Core competencies*: running your firm like it's a business, developing firm and individual marketing plans, positioning your practice, segmenting target client groups, showing the public why they should hire you instead of another lawyer.

■ Just-released research on databases, intake forms, firm newsletters

■ How to recession-proof your practice – *regardless of the economy!*

9:45a.m.-10:30a.m.

Best Practices in Law Firm Marketing

■ How to develop a Web presence. Website design models, e-mail marketing campaigns, and search engine optimization strategies

■ 28 best practices for using radio, television, newspaper – even direct mail – so that you practically force people to call you

■ Newsletters – what works and what doesn't. Illustrations, blueprint formats, case studies and reproductions

■ Seven ways to market your domestic relations practice, three ways to market your criminal practice, and five ways to market your estate planning practice

■ Comprehensive checklists and explanations of all the marketing materials you need to market your practice successfully

■ How to create effective marketing documents

■ *Smart public relations strategies*: how to get into the news

■ Best practices for conducting seminars and exhibiting at trade show booths

10:30a.m.-10:45a.m.

Networking Break

10:45a.m.-11:45a.m.

Business Development: Who's Doing What

■ *ABC's of Client Development*: Making the process a "funnel" – moving from pipeline to intake, while always focusing on keeping your funnel full.

■ How to get face-to-face with clients and prospects and distinguish yourself from every other lawyer in town

■ *Special Report*: What law firms are doing to get new clients and new business

11:45a.m.-12:45p.m.

Lunch break (on your own)

12:45a.m.-1:40p.m.

Strategic Planning and Goal Setting

■ The importance of having a personal "MAP" – My Action Plan. Where are you today? Where do you want to go? How do you plan on getting there?

■ How to develop a client-focused law practice

■ Billing practices, collection and cash flow management

■ Partners and Associates – being more profitable than any other lawyer in the firm

■ *Performance issues*: reviews, opportunities, changes. Scope of responsibility and authority issues

1:40p.m.-1:50p.m.

Networking Break

1:50p.m.-2:30p.m.

Core Competencies in Better Lawyering

■ *The Client Focused Practice*: From the Client Interview Through Discovery and Trial

■ Latest trends in case management and trial technique

■ *Avoiding the Disciplinary Board*: client funds accounts, office sharing and solicitation

■ Latest trends in alternative dispute resolution and conflict resolution.

2:30p.m.-3:00p.m.

How to Be the Managing Partner of Your Career

■ Using technology to better operate your practice

■ Time management: breaking projects into bite-size chunks

■ The use of mentors and the "buddy system"

■ Mastering the work-life balance

■ Step-by-step explanation of how to start your own networking (and referral) group

WHY ATTEND?

Boot Camp for Lawyers gives you timely, tested, practical information for any type of practice. In the morning, Irwin Pollack masterminds your marketing program and becomes the driving force behind your results-oriented client development program. Later, Steve Sharaf shares the business of the practice of law.

The days of either a guaranteed six-figure income as a solo-practitioner or entering a law firm and automatically being made partner in five years are long gone.

If you're sick and tired of doing what every other lawyer is doing, remember this: **More of the same gets you just that – more of the same. If you want a different end-result, you've got to do something differently.**

WHO SHOULD ATTEND

- SOLE PRACTITIONERS
- FIRST YEAR ASSOCIATES
- JUNIOR AND SENIOR ASSOCIATES
- CHIEF MARKETING OFFICERS
- DIRECTORS OF SALES
- LAW FIRM PARTNERS
- CORPORATE COUNSEL



Irwin Pollack & Steve Sharaf conduct each seminar

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FOUR WAYS TO REGISTER

ONLINE

register at
BetterLawPractice.com/seminar

CALL IN

your credit card order
to (800) 970-LAWYER

FAX

your credit card order 24/7
to (781) 444-8525

MAIL

your order form* and payment to:
BLP Enterprises, LLC,
75 Second Avenue, Suite 430
Needham, MA 02494 *(On Back Page)

\$350 per person

\$275 per person (when three or more register at the same time)

\$975 Table of 4

\$8,850 In-House Rate
(Plus Expenses)

Choose from 4 easy ways to register!

1 ONLINE register at
BetterLawPractice.com/seminar

2 CALL in your credit card order to
800-970-LAWYER

3 FAX your credit card order 24/7 to
(781) 444-8525

4 MAIL the order form with
payment to **BLP Enterprises, LLC**,
75 Second Ave, Suite 430,
Needham, MA 02494



Name _____

Law Firm _____

Address _____

City/State/Zip _____

Phone _____

Email address _____

**Table of 4
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When three or more
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16 Workshops and Seminars

Learning, Networking, and socializing –

Steve Sharaf
MIDDAY SPEAKER

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The Business of the
Practice of Law**



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MORNING SPEAKER

**How to Market Your
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