



# Branding: Today's Most Powerful Legal Marketing Weapon

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fishmanmarketing.com/blog  
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Clients are nervous

## SELL CARE, TRUST, COMFORT, SECURITY

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### Sell Comfort, Security, Emotion

- Today *everyone is stressed*
  - Health, family, finances, personnel
  - Litigation, Bankruptcy *always* stressful
    - They may lose *everything*— their home, their life's work
- You're selling "We got this"
- We like helping people
  - Now you can *prove* that

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"COVID is scary. I need to update my Will and Estate Plan."

## ESTATE PLANNING FIRM

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## DESCRIBE THIS FIRM

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## Is this firm . . .

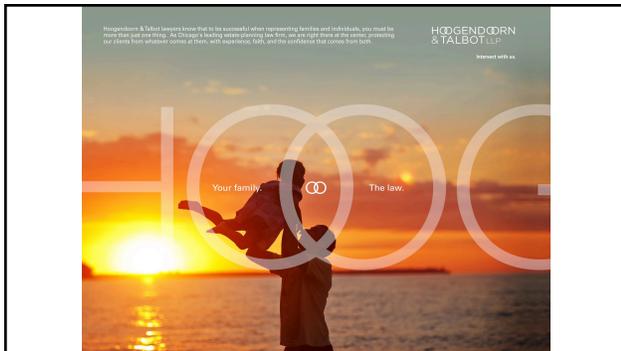
- Creative
  - Fun
  - Powerful
  - Dynamic
  - Smart
  - Nice, friendly
  - Leaders
  - "A" quality
- Average
  - Typical
  - Dull, boring
  - Conservative
  - Cold
  - Lethargic
  - Nothing special
  - B- / C+ quality

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## Rate the firm

- 1-10 for "Quality of technical skills"
  - 1 = Terrible
  - 10 = High-quality

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9



10



11



12

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### Websites

- Which firm did you rate higher?



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**HAWLEY TROXELL  
BOISE, IDAHO**

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### Idaho's Largest/Oldest Firm

- Conservative firm, market
- Challenge
  - New regional and national competitors
  - Show "big" doesn't means "slow"
- Rebranding goal:
  - Stand out
  - Show benefit of "big"
    - Look dynamic, creative, agile

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### Are these ads persuasive?



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### Rental Car

Several years ago, the rental car industry in the United States surpassed the \$20 billion mark in revenue. Companies in this highly competitive industry are actively trying to secure market share and maximize profitability while at the same time trying to minimize inventory and reduce labor and maintenance costs. Constantly changing national regulations and legislation, a high rate of consolidation, and specialized risk contribute to the complex nature of the business. Conner & Winters has the depth of experience to provide comprehensive legal services to this dynamic industry.

#### Designing risk management programs and drafting key agreements

Conner & Winters is fortunate to have a nationally recognized practice in the rental car industry. We have worked with some of the largest rental companies and insurance carriers in the United States to generate best business practices and procedures and develop successful risk management programs. Our attorneys provide guidance in drafting rental agreements and other industry-specific contracts. We have structured self-insurance and public insurance programs for rental companies and drafted insurance policies and policy provisions for the industry. We have developed an in-depth

ATTORNE

View atto

PRACTICE

Banking a

Corporate

Employee

Labor and

Litigation

Product Li

Real Estat

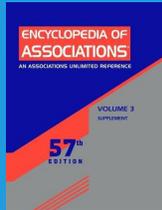
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### Focused marketing

- What do you enjoy?
  - Hobby, outside interest, previous career, network, previous experience, skill
  - What do you know that others don't?
- Focus your marketing to *dominate*
- Find their trade association
  - "Encyclopedia of Associations"
  - Gale Publishing
  - Libraries, Lexis/Nexis



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**GROWTH INDUSTRIES**

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### Growth industries

EASE YOUR MIND  
602.288.8349

W. MICHAEL WALZ  
ATTORNEY AT LAW

POTLAWYER.COM



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### Growth industries

LOS ANGELES  
"Dopest Attorney"



Allison Margolin  
Harvard Law & Affordable

Need a warrant recalled?  
Want to smoke pot on probation?  
All criminal defense from drugs to murder  
Office: 323-653-1850  
(stay to call from custody, 24 hour service)

LA's Dopest Attorney

Criminal Attorney  
Allison B. Margolin



DRUGS  
DUI  
WARRANTS  
WEAPONS  
CHARGES

323-653-1850  
24 hrs. on call answering service

www.lasdopestat attorney.com

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## Chapter: "A Plea to Focus Your Marketing"



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Don't change your name...

**SHORTEN YOUR LOGO**

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## Firm Name

If you have *more than 2 names*,  
focus on wherever people stop



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**LOGOS AND INITIALS**

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## Initials

"To be well-known, you've  
got to *avoid* using initials.  
Once you get to the top,  
once you are well known,  
*then* initials can be used  
without ambiguity."

Consider, e.g.:

BMW, BBC, GE, GM, IBM, USA

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## "Giant Initial" Logos



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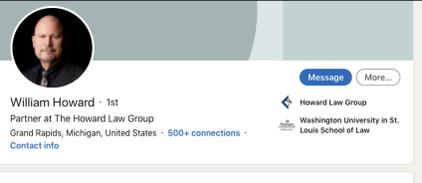
## PROFESSIONAL BIOGRAPHIES

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## Bios matter more than ever

- When we can't meet in person, online content is even *more* important
- Consider your biographies, profiles, social media
- *Everyone* will look you up online
  - LinkedIn...

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William Howard · 1st  
Partner at The Howard Law Group  
Grand Rapids, Michigan, United States · 500+ connections ·  
Contact info

Howard Law Group  
Washington University in St. Louis School of Law

And when it comes to trying cases, he's an intimidating force that doesn't take it easy. Bill litigates the most catastrophic, all-or-nothing cases — the ones other law firms won't touch with a 10-foot pole — and he tries them nationwide with amazing results.

For Bill, failure is not an option. His "take no prisoners" approach has meant favorable verdicts for his clients in over 98% of the tough cases that he regularly takes to trial, with no jury trial losses in more than 10 years.

In two words: He wins.

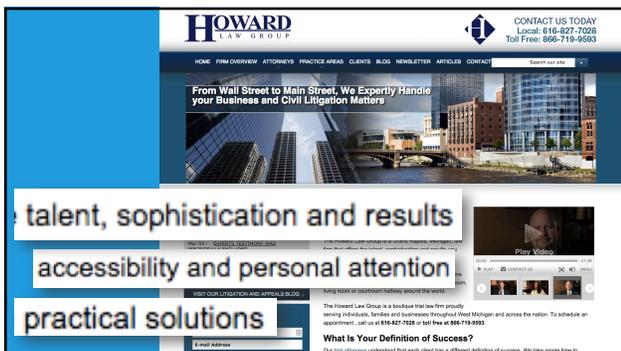
emergency response to major events, his true specialty and passion is fighting hard — for you and for your business.

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## WEBSITE BIO DESIGN

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**HOWARD LAW GROUP**

CONTACT US TODAY  
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Toll Free: 866-719-9593

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From Wall Street to Main Street, We Expertly Handle your Business and Civil Litigation Matters

talent, sophistication and results

accessibility and personal attention

practical solutions

What Is Your Definition of Success?  
Our top attorneys understand that each client has a different definition of success. We take ample time to

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**WILLIAM D. HOWARD**

Location: Grand Rapids, Michigan  
Phone: 616-719-9593  
616-827-7028  
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Email: EMail.Me

William D. Howard is the head of the litigation team for the firm. An aggressive litigator, he focuses his practice in the areas of product liability, construction, trucking and transportation, negligence, maritime/admiralty, and commercial litigation.

RECENT POSTS

Apr 02 - PASSENGERS INJURED WHEN BUSSED OUT OF CRASHING TRUCK

Mar 17 - ERRATES - AS IN ARGENT?

Mar 03 - EXPERTS TESTIMONY WAS BRISCALL'S BULLSEYE

Feb 27 - HOWAN, AGE 71, FELL INTO PIT AT OIL CHANGE SHOP

Feb 09 - SUPREME COURT REJECTS BLOOD TRANSFUSION CASE

In recognition of his success as a complex litigation trial attorney, his name appears on the lists of super litigators across the nation. Mr. Howard has obtained favorable verdicts in numerous jurisdictions including the following: U.S. District Court, New York; U.S. District Court, Georgia; U.S. District Court, Oklahoma; U.S. District Court, Massachusetts; U.S. District Court, Pennsylvania; U.S. District Court, California; U.S. District Court, Illinois; U.S. District Court, Oregon; U.S. District Court, New Jersey; U.S. District Court, Tennessee; U.S. District Court, Louisiana; U.S. District Court, Missouri; U.S. District Court, Alabama; U.S. District Court, Florida; U.S. District Court, North Carolina; U.S. District Court, Arizona; U.S. District Court, Michigan; Michigan Court of Appeals, Sixth Circuit Court of Appeals, United States Supreme Court.

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**HOWARD LAW GROUP**

OUR FIRM ATTORNEYS PRACTICE AREAS OUR RESULTS BLOG OFFICES

**TOUGH. AND HOW.**

The Howard Law Group takes on the toughest, most sophisticated cases for companies like AIG Claims Services, JC Penney and Cottrell, Inc. and we win. In fact, we haven't lost a big trial in over a decade. Our team doesn't mess around, we get to work, get to the heart of the matter and get results. When everything is on the line, you're at risk.

**SOPHISTICATED. AND HOW.**

*Court of International Trade attorneys was added*

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**HOWARD LAW GROUP**

OUR FIRM OUR TEAM PRACTICE AREAS OUR RESULTS CONTACT

**WILLIAM D. HOWARD**

**PARTNER**  
bhoward@howardlawgr.com

- AREAS OF PRACTICE
- EDUCATION
- BAR ADMISSIONS
- LITIGATION PERCENTAGE
- PUBLISHED WORKS
- CLASSES / SEMINARS

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**WALKER WILCOX**  
WALKER WILCOX MATTOSEK LLP

MENU

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FOUNDING PARTNER (CHICAGO)  
312.244.4764 | wbil@walkerwilcox.com  
vCard | Pure Bio | LinkedIn

**FOCUS AREAS**  
OVERVIEW  
CREDENTIALS  
AFFILIATIONS  
NEWS

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Directors and Officers  
Financial Institutions  
Insurance and Reinsurance  
Professional Liability/Errors & Omissions

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**Aretta K. Bernard**  
Shareholder

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Cleveland  
Toledo  
Columbus  
Cincinnati

Overview EDUCATION CREDENTIALS RECOGNITIONS AFFILIATIONS INSIGHTS

**SERVICES**

- Employment Litigation
- Intellectual Property Litigation
- Employment
- Equal Opportunity / Anti-Discrimination Law

Ms. Bernard has decades of experience in labor and employment litigation matters that run the gamut from equitable relief, non-compete and trade secret violations to complex, multi-party employment and public accommodation discrimination cases. Extensively experienced and knowledgeable in both state and federal laws prohibiting discrimination and harassment, Ms. Bernard represents private and public employers and individuals accused of age, handicap, and race discrimination, sexual harassment and sex discrimination, housing discrimination, and public accommodation discrimination throughout the State of Ohio. She has extensive trial experience in individual and multi-party cases, trying many cases through to verdict. Her representation has included serving as lead counsel in

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**FISHMAN MARKETING**

**TIGHTEN UP YOUR WRITING**

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## Tighten up your writing

*The Atlantic Mutual v. Payton*, 682 N.E.2d 1144 (Ill. App.), the court issued a split decision, holding that an employee who was injured by an uninsured co-employee and who obtained

Evaluating last year's performance by looking only at the "bottom line" is a dangerous practice. You should give

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## Tighten up your writing

- Think like a nervous executive
  - Help them *like* you
- Write for an 8th grader
  - Short sentences, paragraphs, bullets
- Practical, useful tips
  - What can they do *right now*
  - Save money, do business better
- Finish it, cut it in half.
  - Then cut it in half *again*

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**SPEED OF INFO IS CRITICAL**

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## Speed of info is critical

- They need current, accurate info
  - RIGHT NOW!
- Whose alerts do GCs read?

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Need a new brand or website?  
A marketing plan or ads? *Call us!*

**Ross Fishman, JD**  
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Cell: +1.847.921.7677  
ross@fishmanmarketing.com

Subscribe to our blog:  
fishmanmarketing.com/blog

Connect with us:  
Twitter: @rossfishman  
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## Ross's Law Marketing Books



"Decades of wisdom delivered in a funny, insightful way. Essential legal marketing reading."  
- Nat Slavin, LMA President

### Strategy / Branding

"We're smart. We're old. And we're the best at everything." (The World's First No-BS Guide to Legal Marketing and Branding)

Buy on Amazon:  
<https://goo.gl/Vwf8Wn>

"A well-written, engaging, and very practical guide — no, make that, bible."  
- *Of Counsel*



### Associate Marketing Training

The Ultimate Law Firm Associate's Marketing Checklist (The Renowned Step-By-Step, Year-By-Year Process for Lawyers Who Want to Develop Clients)

Buy on Amazon:  
[t.ly/VDBb](https://goo.gl/VDBb)

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# ROSS FISHMAN, J.D.



As CEO of Fishman Marketing, Inc., he helps law, accounting, and other professional-services firms dominate their chosen markets and generate revenue. Regularly hired to rebrand prominent firms or overhaul their websites, Ross is known internationally for strategic marketing and differentiation, and the development of the profession's most-effective marketing materials. Fishman Marketing has launched successful marketing initiatives for 200 firms from Istanbul to Iceland.

***"Ross has a stronger sense of what will create 'buzz' than anyone else in the market."***

**- Rick Klau, Google, Inc.**

Fishman Marketing branding campaigns have received countless international marketing awards, including national first-place honors from the Legal Marketing Association 17 consecutive years, for marketing that was both innovative as well as revenue producing. Fishman Marketing received the LMA's grand prize, the optional Best of Show award, five of the ten times ever presented. FM programs also received one of Inc. magazine's ten Marketing Masters awards for "brilliant and successful" marketing.

Recipient of the LMA's first peer-selected Lifetime Achievement award (1998), Ross was also the first legal marketer inducted into the LMA's international Hall of Fame. In 2016, Ross was selected for the prestigious Lawdragon 100 Leading Consultants and Strategists, one of just ten international marketers "whom lawyers most valued for their guidance."

**FISHMAN  
MARKETING**

***"Many people consider Ross to be the nation's foremost expert on law firm marketing."***

**- Of Counsel Magazine**

A Fellow of both the College of Law Practice Management and the Litigation Counsel of America, Ross is known as an "educational and entertaining" presenter who has keynoted more than 300 retreats, training, and Ethics CLE programs on six continents — including once presenting on three continents within 24 hours. A prolific, award-winning writer, Ross has published 250 thought-provoking articles, including five monthly columns, and has sat on the editorial board of five national magazines. His popular "The Ultimate Law Firm Associate's Marketing Checklist" book sold nearly 2,000 copies in the very first month in print. (Subscribe to his pithy blog at [fishmanmarketing.com/blog](http://fishmanmarketing.com/blog).)

An active LMA member since 1990, Ross has been LMA's Vice President; chair of its Ethics Task Force (2012-2015); a member of both the Strategic Planning and Best Practice Task Forces; and founder, chair, and moderator of seven LMA QuickStart conferences for new marketers. He also created and hosted "Just JDs," LMA's first full-day national conference for lawyers. Ross has been the expert legal marketing witness in three precedent-setting branding- and social media-related lawsuits.

Ross was a commercial litigator before moving to Winston & Strawn to practice marketing full-time, later becoming Marketing Partner of Ungaretti & Harris. A 1986 member of the federal Trial Bar (N.D. Ill), he received a B.A. in Speech Communications, *cum laude*, from the University of Illinois, and his J.D. from Emory Law School.

***"Ross was going to win in so many categories that LMA created the 'Best in Show' so he'd win one grand prize instead of nearly all the trophies"***

**- LMA's "In The Loop," Fall 2009**