



IN THIS *issue*

- 01 | Growing Your Practice Through Smart Marketing
- 03 | Member Of The Month - Skip Reynolds
- 04 | Now It's Easier Than Ever To Get The Legal/ Technical Support You Need

877-299-0326
INFO@LAWYERSWITHPURPOSE.COM
555 FRENCH RD., STE. 202
NEW HARTFORD, NY 13413

Grow Your Practice Through Smart Marketing

A thriving practice depends on a continuous influx of new leads and the conversion of those leads into clients. Marketing can help accomplish both goals.

Now, you might be saying to yourself, "I've done some marketing in the past but I didn't get the return on investment that I was hoping for." Or maybe you would like to market your firm but don't know where to start, or perhaps you simply don't have the time.

The experience of watching something fall flat in the past or avoiding advertising altogether is a common experience for lawyers because no one wants to lose hard-earned money or valuable time to marketing that doesn't get any traction.

The bottom line is that successful estate planning and elder law firm marketing boils down to three factors:

- Targeting the right audience with the best channels
- Maximizing your reach within your budget
- Using the information shared and calls to action to build visibility, trust, and brand recognition

Unfortunately, you probably don't have the time to investigate the dozens of marketing opportunities out there, let alone execute them effectively.

The good news is that Lawyers With Purpose has formed a strategic alliance with SmartMarketing. For more than 20 years, SmartMarketing has been the one-stop marketing solution for estate planning and elder law attorneys nationwide.



Grow Your Practice Through Smart Marketing (Cont.)



SmartMarketing provides all of the following services:

► Branding and Image

Logos, Corporate Identity Suite, Newsletters, Content Development, Brochures

► Retail Marketing

Seminars/Workshops, Mass Media (Newspaper, Radio, Television), Public Relations

► Referral Source Marketing

Bootcamps/Events, Drip Campaigns, Nurture Campaigns

Whether you haven't done much marketing in the past or you want to take your marketing efforts to the next level, working with the industry leader will give you the best chance of success. **Contact SmartMarketing for a free one-hour consultation to discuss your particular needs and goals.** SmartMarketing offers packages and full-service options to fit any budget.

► Internet Services

Website Design and Maintenance, Email Marketing, Blogging, Social Media, Adwords and Facebook Ad Campaigns

► Strategic Planning and Consulting

Yearly and Monthly Marketing Plans, Sales and Pricing Strategies, Identification of Market-Specific Opportunities



6240 Shirley Street | Suite 105 | Naples, FL 34109
(239) 403-7755 • www.smartmarketingnow.com



Don't Miss SmartMarketing's **Free Webinar:** **How to Generate Business with Advertising**

It runs **every Thursday at 4 PM eastern time.**

You can reserve your spot here:

Advertising.SmartMarketingWebinar.com



Lawyers With Purpose would like to recognize **Skip Reynolds** as **JUNE 2018** *Member of the Month*



What is the greatest success you've had since joining LWP?

LWP has helped me systematize my practice, which allowed me to hire my first employee, and has now gotten me to the point where I likely need to hire a second team member in the near future.

What is your favorite LWP tool?

The systems and processes for the estate planning client from initial call in to my client services coordinator Stacie, to the workshops, vision, design and signing meetings. Without these processes I would still be mired in overwhelm.

How has being part of LWP impacted your team and your practice?

With the help of our implementation coordinator Phil, I have been better able to get the reports I need to see how my practice is really running, and where I need to improve.

With the help of my coach Candace, she has helped me see where I can overcome my own brain damage that is affecting

my meetings, my close ratio and my overall satisfaction with my practice.

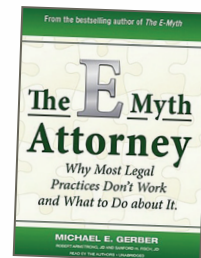
Additionally, the community feel of the TAPER retreats has allowed me to not only meet new friends, but also bounce ideas off of other attorney's and their teams that I can take back to my office.

Share something about yourself that most people don't know about you.

I love surfing and before going to law school I lived in San Diego for about 6 months and surfed 5 days a week. Now unfortunately I live back in Colorado and have to settle for surfing mountains, which is almost as fun!

What is your favorite book and how did it impact your life?

The most recent book that I read that really made an impact on me was "The E-Myth Attorney." This book really helped me to see that if I didn't get it in gear and systematize my practice that I was doomed to inefficiency and continued struggles toward my goals.



Congratulations to you on your continued success!

Save ^{THE} Date

October 15-19, 2018
Marriott Syracuse Downtown
315-474-2424

TAPER

Twice-Annual Practice Enhancement Retreat

SYRACUSE, NY



Retreat.lawyerswithpurpose.com



Now It's Easier Than Ever To Get The Legal/Technical Support You Need

Amanda "Mandy" Bossow

We are committed to providing members with the finest legal/technical support in the industry. As part of that commitment, we are pleased to announce an improvement to the LWP Help Desk and the way you access support.

The Help Desk will now be staffed by four attorneys, myself included. Here are the additional attorneys staffing the Help Desk:

- Timothy P. Crisafulli, LL.M.
- MAJ(R) Matthew W. Donald, LL.M.
- Brittney M. Shearin, Esq.

Timothy P. Crisafulli, Esq. is a trainer for Lawyers with Purpose and counsels clients at the Estate Planning Law Center, a law firm "laboratory" for Lawyers with Purpose systems and practices. In addition, he is a partner at Crisafulli Gorman, P.C., a boutique law firm focusing on elderlaw, trusts & estates, tax law, and business law.

Matthew Donald comes to the field of law with the unique perspective of that of a retired Army officer having spent 23 years in the Army in almost every rank from Private to Major. An attorney since 2012, he practices primarily in Estate Planning with a heavy focus on Elder Law, specifically Medicaid and Veterans Pension Benefits. Mr. Donald also offers frequent educational seminars on a variety of estate planning topics to both the general public and private groups in the Greater Columbus, Cleveland, and Cincinnati Ohio areas.

Brittany M. Shearin, Esq is an attorney at the Estate Planning Law Center, Brittney concentrates her practice on wills, trusts, estate planning, and asset protection.

With four attorneys at your disposal, you'll be able to get your questions answered more quickly. We'll also be able to route your questions to the attorney whose practice is best suited to helping you solve your particular issue.

Of course, you will still be able to schedule sessions in advance for the times and dates that work best for you. You'll just be requesting appointments through the Help Desk rather than through the member website.

If you don't already have a user name and password for the LWP Help Desk (which may be different from your LWP member website login), you can use this link to get started:

LawyersWithPurpose.zendesk.com

Click on "Sign Up" to create your FREE LWP Help Desk account.

I am excited about this improvement to legal/technical support. I'm sure you will be, too. If you have any questions, don't hesitate to reach out to me.

To Your Success,

Amanda L. Smith, Esq.

Amanda L. Smith, Esq.
Director of Education & Legal-Technical Attorney