

## **Marketing with Firm Brochures**

You may choose to create a firm brochure for marketing your legal services. Though you can print your brochure on your office printer, the quality will not be the same as done professionally. Your name, address, telephone number, fax number, website address, and e-mail address should be on the first page, with a small map of your office location. Any related information concerning parking or public transportation routes should also be included.

### **General Information Brochures**

You may wish to provide a general information brochure to prospective clients. Examples of topics that may be covered include:

- ✓ Education and Experience
- ✓ Areas of Practice
- ✓ Consultations
- ✓ How to Make an Appointment

### **New Client Brochures**

A brochure for new clients is also an easy method to communicate various information about your practice to the new client. While these topics are suggested, the case and your level of representation are important factors to consider when deciding what to include:

- ✓ Business Hours
- ✓ Appointments
- ✓ Contact Names and Numbers
- ✓ How We Will Communicate With You
- ✓ When You Have an Urgent Question or Concern
- ✓ How to Send Us Information
- ✓ Telephone Calls
- ✓ Voicemail
- ✓ Accounts
- ✓ Who Will Serve as Your Legal Team and What are Their Individual Roles (Attorney, Paralegal/legal Assistant)
- ✓ What is the Roadmap of Your Divorce (or Personal Injury Case, etc.)
- ✓ Transferring Your File
- ✓ Confidentiality

## Billing and Financial Policies Brochures

Another brochure helpful for both you and your clients contains billing information and financial policies of your firm. These topics are suggested for a litigation or family law practice and may be changed accordingly for other practice areas:

- ✓ Areas of Practice
- ✓ Fees
- ✓ Experts
- ✓ Disbursements
- ✓ Retainer
- ✓ Cost of Legal Services
- ✓ Accounts
- ✓ Interest
- ✓ Progress of Your Case
- ✓ Ending our Work for You
- ✓ Level of Conflict

### IMPORTANT NOTICES

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