



Your practical guide to profit™

This is a printer frinedly version of [http://www.lawbiz.com/e-mailed\\_newsletters/tip-2-14-12.html](http://www.lawbiz.com/e-mailed_newsletters/tip-2-14-12.html)

LawBiz® TIPS – Week of February 14, 2012

[www.lawbiz.com](http://www.lawbiz.com)



I will be in Chicago the end of March for the [ABA TECHSHOW®](#). If you would like to join me for a complimentary breakfast on Friday, March 30th, please [contact me](#).

During my last trip, those who joined me had a useful dialogue. As I learned from my 2011 Road to Revenue National Tour, lawyers around the country have similar challenges. And the interchange of ideas helps us all. There is a great deal to discuss and I look forward to seeing many of you join me for this complimentary breakfast.

Remember, also, our Practice Management Institute will be held in Santa Monica, CA on April 20/21; we will discuss the challenges to success that we all face in today's tough economic environment. Despite the economy (and some say because of it), we can unlock the "Secrets of the Business of Law®" and reach new levels of success. Join us. [Sign up now!](#)

lawbiz.com

## When a Picture (of You) Is Worth a Thousand Words

### Get Recognized!

Some months ago, when I was attending a conference, another attendee who I did not know introduced himself and addressed me by name. I asked how he knew who I was and he replied, "I get your weekly electronic newsletter, and the email has your picture at the top - and it actually looks just like you!" What a blinding glimpse of the obvious. Nothing makes a more immediate impression than a personal photo.

### Marketing to Differentiate Yourself

The major focus of marketing is to differentiate yourself from others, in a way such that potential customers or clients can remember you, develop a positive view of you and decide to call you. After all, isn't that the purpose

In this issue:

[When a Picture \(of You\) is Worth a Thousand Words](#)

[Secrets of The Business of Law®, 2nd ed](#)

[Video: Lawyer Advertising](#)

[Register Online for the LawBiz® Practice Management Institute](#)

Featured Video:



Join [LawBiz Forum](#)



of having a photo on your website? And if it works there, why not have your personal photo on your business card? After all, you have a logo on your card; isn't differentiation the purpose of the logo? If you have nothing more than standard white paper stock with black and white ink, there is nothing that sets your card apart from those of all the other lawyers in your community - not a position that is ideal in a competitive world.

#### Quality Business Cards

Some lawyers (and business people generally) still think a photo makes a card look cheesy. However, it's the nature of the photo, the card stock and the printing that define whether class is present or lacking. Use a professionally taken photo, and use good paper stock ... preferably stock that can be written on if the person wants to make a note about you, rather than a highly coated, glossy or dark stock. And it goes without saying: be sure you have cards with you at ALL times (it still amazes me how many professionals do not).

#### Use a Current, Engaging Photo

A special warning: if the photo on your card is engaging and current, it can create a strong connection with the viewer. A photo with a smug or hostile expression, or one that is woefully out of date, can do more harm than good. One sees this latter phenomenon on law firm web sites regularly, as male and female lawyers think a decades-old photo conveys a young impression - when in fact it merely shows the lawyer as old fashioned, and potentially out of touch.

#### Get Noticed

With my photo on my card, I have found that my target market (lawyers) always look at the card a second time. I know from discussions with them that they often initially say to themselves, hmmm, this person is different, I need to pay attention to what he says ... and then I'll decide what to do next. The number one thing is that I get their attention. What happens next, whether I am engaged (hired) or not, is a function of my substance. But, I get the lawyer's ear.

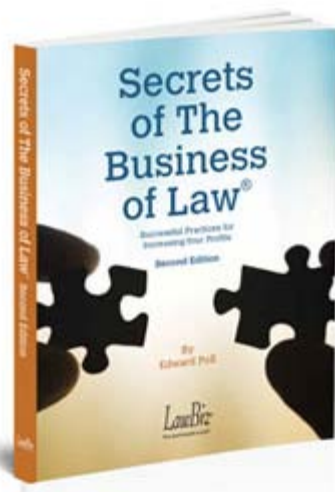
## Secrets of The Business of Law® Successful Practices for Increasing Your Profits!

### Second Edition

#### **Newly revised and expanded**

Providing attorneys and law firms specific and practical suggestions for being more effective and making more money in the process. [Learn more.](#)

*"This book is great. It's full of practical advice for lawyers who want to increase their bottom lines. The book is not overwhelming, the individual articles are short and to the point, and the writing style is friendly. I highly recommend it."*



Now Available: Price: \$49

Call 1-800-837-5880 or order online at [lawbizstore.com](http://lawbizstore.com)

### What Clients Are Saying:

"On a personal level, I'm not scared any more. The recession reduced my wife and me from a comfortable two-income family to a one person income and a capital drain. When I first called Ed, I truly was counting the months until we would have to put the house on the market... The things we have put in place and will continue working on guaranteed my business picking up."

**FW**  
**Northern California**

"Ed was coaching me during our firm reorganization when disaster hit! Key personnel departed and I was panic-stricken. Not only did he honor his commitment to 24/7, but his advice enabled me to refocus my priorities. Now, I'm eating, I'm sleeping, and I'm smiling thanks to his guidance."

**KH**  
**England**

The LawBiz®  
Practice  
Management  
Institute

Save the Dates:  
April 20 & 21, 2012

Santa Monica, CA

[Register Online NOW!](#)

Ed Poll, LawBiz® Management

lawbiz.com | lawbizblog.com | lawbizforum.com | lawbizstore.com

(800) 837-5880 order phone | (310) 827-5415 office phone

©2012 LawBiz® Management. All rights reserved.

---

LawBiz® Management

421 Howland Canal

Venice, California 90291-4619

www.lawbiz.com

edpoll@LawBiz.com

Order Phone (800) 837-5880

Office Phone (310) 827-5415

© 02/14/2012 Edward Poll & Associates, Inc. All rights reserved.