

Elawyering Award Goes to North Carolina Divorce Firm

By **Larry Bodine**, a business development advisor based in Tucson and Chicago. For the last 19 years, he has helped law firms nationwide attract new clients and generate new business by using strategy, business development training and individual attorney coaching. See www.LarryBodine.com. He can be reached at 630.942.0977 and Lbodine@LawMarketing.com.



Larry Bodine

Kudos to Lee Rosen, founder of the Rosen divorce law firm in Raleigh, N.C. and its family law website, [North Carolina Divorce](http://NorthCarolinaDivorce.com), for winning the American Bar Association's 2010 award for [Excellence in Elawyering](#).

This important award is named after James I. Keane, the founding Chair of the ABA Elawyering Task Force, which was created in 2000.



Lee Rosen

According to presenter Richard Granat, Esq., CEO of DirectLaw, Inc., the Rosen law firm established its website as a free resource for individuals seeking information and advice about family law.

"It started as a small site with a few articles and it's grown into a massive resource featuring articles, calculators, forms, answers to questions, videos, audio podcasts, forums, live call-in internet radio shows and e-courses," Granat said.

Ironically, it spawned the development of [Stay Happily Married](#) in response to the need for marriage advice and assistance.

"The site is a thriving community attracting more than 500,000 North Carolinians each year," Granat said. "Visitors come to learn, grow and connect as they deal with the trials and tribulations of divorce. Visitors get the assistance they need from the content on the site, but more importantly, they connect *with one another* and learn from others experiencing the trauma of divorce."

I discovered Lee Rosen in 2003 when his firm began putting videos of clients on their website. See [Law Firm Uses Online Video Testimonials to Attract Clients](#) on the LawMarketing Portal. It still is a brilliant marketing technique. Today, Rosen has a complete professional radio station booth to interact with people on a live call-in video show on the Web, plus a full-fledged video studio complete with top-of-the line cameras, mikes and a teleprompter.

"Rosen attorneys provide answers to questions on their forum, interact with folks via live video on the call-in shows, deliver divorce coaching online and communicate with clients via a private web portal," Granat recounted.

The annual Elawyering award gives recognition to law offices or legal organizations that have developed legal service innovations delivered over the Internet. According to the Task Force, the focus of the award is the innovative delivery of personal legal services, with special attention given to firms and entities that serve both moderate income individuals and the broad middle class.

For more on this topic, call:

Larry Bodine, Esq.

Business Development Advisor

Tel: 630.942.0977

E-mail: Lbodine@LawMarketing.com

Web: <http://www.LarryBodine.com>

Assisting law firms for 20 years:

- Training lawyers at firm retreats.
- Coaching lawyers to develop their personal marketing plans.
- Developing business development strategies.
- Using technology to market a practice.

