

If you've been racking your brain about marketing your law firm and how to bring in more business from referral sources other than your clients in 2010, here's my very best recommendation:

Create a local marketing mastermind collaborative or mastermind group with 1-3 other professionals in your community.

This kind of a local marketing mastermind may very well be the most exciting addition to your marketing plans in years because it will expand your reach by many times and decrease your marketing costs (both time and money) at the same time.

Here are a few things for you to know to make this strategy work right for you:

**1. Choose other professionals who serve the same target market you do.**

This strategy is going to make the most sense if your marketing mastermind collaborative is made up of professionals serving the exact same target market as you are – so, before you choose who to invite, think of who you want to focus your 2010 marketing efforts on as tightly as possible. And then go even more narrow.

**2. Think outside the box about who you choose.**

Once you narrow your market, get creative about who you invite to join your collaborative. Consider other attorneys who serve the same market, but do something different than you do. Move beyond the traditional financial advisors and CPAs (although those would be great choices for estate planning, business planning, and divorce lawyers to choose) and think about doctors, dentists, chiropractors, coaches, consultants, and even spa owners, massage therapists, and yoga teachers, if you've got a market that would make sense for.

The key is to know the people you want to reach and then think as broad and wide as you can about the other service providers they would use. A great way to do this is to pick up local magazines that would be read by your target market and see who is advertising in those publications.

**3. Create a series of campaigns you can work on and implement jointly.**

Once you decide who to invite, hold a meeting to discuss your plans for 2010 and how you see the collaborative working together. Set regular monthly (or even twice monthly or weekly) marketing mastermind meetings in which you will come together and first create your marketing calendar for the year and then implement it together.

**4. Don't do it alone.**

You don't have to do this alone. We are here to help.

Kick off your local marketing mastermind collaborative by inviting a few of your ideal mastermind collaborators to your office for two days – January 29 and 30, 2010 – during which time we will be hosting our [VIRTUAL Client Attraction Retreat](#) and you can kick off your **2010 Marketing Mastermind Collaborative by getting the foundation you'll need in place to make this work.**

We've set up the virtual retreat so that when you purchase your ticket, you can have up to **3 additional guests** (your marketing mastermind collaborative partners) attend with you at **NO ADDITIONAL CHARGE!**

During this intense, [two-day virtual marketing boot camp](#), you and your referral sources will not only learn the fundamentals of authentic **direct response marketing** (both online and offline), but you will begin to create all of the marketing pieces you'll need throughout 2010 and put them together into a unified campaign and system that your whole marketing collaborative will benefit from.

If you already have a tight-knit marketing collaborative, ask your collaborators to split the price of the virtual retreat with you. If you don't, pay for it yourself and invite your potential collaborators to the event and show them that you mean business about building your business (and theirs) in this coming year.

I know without a doubt that 2010 is about community and collaboration. This economic shift has shown us that we cannot do it all alone.

When you create your own local marketing mastermind collaborative you get all of the power of the mastermind in which 1 + 1 doesn't equal 2, but many, many, many times more than that plus the benefit of a group of people in your local community that who can share the costs and burden of marketing with you.

Unlike other marketing conferences in which you leave with a lot of great ideas and things to think about, you will complete our 2-day virtual conference with a concrete plan for IMPLEMENTATION and ACTION and with a whole lot of the work already done....all without having to leave the comfort of your office or waste money on hotels and airfare!

Check out the [full curriculum](#) for our two-day event at <http://www.budurl.com/bgg4>. We have made it affordable for you to attend, less expensive than a single break out session at a marketing conference (you know, the ones you pay extra for and leave more confused than when you first came in) or a tiny, ineffective ad in the yellow pages.

Regardless of how you are doing your marketing (speaking, yellow pages, online directory services, networking or direct mail), our authentic direct response marketing approach will supercharge your efforts and get them working for you so you can get off the cash flow roller coaster once and for all and have the peace of mind of knowing you've got a pipeline full of prospects waiting to say yes to your services.

So be sure to join us with your 3 best referral sources on the 29th and 30th! It's the perfect way to jumpstart 2010 with more than just ideas but a full blown two day intensive implementation bootcamp & get started with the formation of a business building mastermind group with your top referral sources that can continue throughout the year. <http://www.budurl.com/bgg4>