

→ Welcome to Our Summer Issue

Aug. 18, 2011



JOHN REMSEN, JR. IS ONE OF THE NATION'S MOST RECOGNIZED AUTHORITIES IN THE FIELD OF LAW FIRM MARKETING. →

We are pleased to send you the summer issue of *The Remsen Report*, our electronic newsletter for lawyers and law firms.

As the fall retreat season fast approaches, many firm leaders and administrators are busy planning for their upcoming Firm Retreats. This month's **Marketing Tip**, cleverly titled "Planning Your Next Firm Retreat," will help make planning easier. It appears on our sister website, LawFirmRetreats.net.

Our **Featured Article** is one we wrote a few years back and is titled "Building and Sustaining a Marketing and Sales Culture at Your Law Firm."

Finally, we hope you'll look to TheRemsenGroup if you are looking for an effective speaker for your event or need some guidance and assistance in the planning process. [Click here for details](#).

As always, thanks for reading *The Remsen Report*.

A handwritten signature in black ink, appearing to read "John Remsen, Jr."

John Remsen, Jr.
President

→ Marketing Tip of the Month

Planning Your Next Firm Retreat

Although it may sound like a relatively simple task, planning and executing a successful Firm Retreat is much more complicated than one might think — certainly requiring more time and effort than planning the firm's holiday party! When you consider the number of attendees, their high level of expectation and the total cost, planning a Firm Retreat is anything but simple. [Click here for the full story](#).

→ Articles & White Papers

Building and Sustaining a Marketing and Sales Culture at Your Firm

Getting lawyers and law firms do things differently is not an easy task and instilling a marketing mindset among lawyers is a major effort for most firms, resembling the proverbial challenge of "herding cats." But more and more firms are starting to embrace marketing, recognizing the need to get closer to existing clients and invest time and resources on focused, proactive strategies to go after new ones. [Click here for the full story](#).

→ Speaking Engagements

Law Firm Strategic Planning: Ten Critical Steps to Success

The evidence is clear. Law firms that develop and implement thoughtful strategic plans outperform those that do not. Over time, they become more cohesive, more profitable and more sustainable institutions. On September 15th, John will be leading a Web seminar on this topic presented by the ABA's Law Practice Management Section. We invite your firm to participate. [Click here for more information](#).

→ Recent Testimonial

SPICER RUDSTROM, PLLC - Nashville, Tennessee

Spicer Rudstom is a 30-lawyer firm with office locations in Nashville, Memphis and Chattanooga, Tennessee. The firm hired TheRemsenGroup earlier this year to organize and present its 2011 Business Development Retreat in Atlanta.

“John hand-held us through the steps necessary to create a client development culture within the firm. He is obviously focused on helping his clients succeed in our increasingly competitive and evolving industry.”

Marc O. Dedman, Esq.
Marketing Partner
Spicer Rudstrom PLLC

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