

FOR IMMEDIATE RELEASE

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FREE WEBINAR: Building the Personal Injury Practice... Without Trying to Outspend Your Competition

Marlton, NJ – A.L.T. Legal Professionals Marketing Group will sponsor a free online webinar entitled “Building the Personal Injury Practice ...Without Trying to Outspend Your Competition” on Wednesday, January 4, 2012 at 12:00 noon EST.

This fast-moving 1-hour program will highlight no-cost and low-cost tactics that personal injury firms can implement to generate new client revenue.

Content to be covered includes:

- Developing a Marketing Philosophy
- Allocating Time vs. Money
- Developing the Optimal Marketing Mix
- Eight Strategies for the PI firm With Little Money to Spend

The free webinar will be presented by Les Altenberg, President of A.L.T. Legal Professionals Marketing Group and author of numerous articles on legal marketing that have appeared in such publications as The National Law Journal, Law Practice Management, Texas bar Journal, North Carolina Lawyers Weekly, Massachusetts Lawyers Weekly, and the Legal Intelligencer. He has over 20 years experience in helping law firms build their business.

Individuals interested in registering for this webinar are invited to register at <http://www.legalprofessionalsmarketing.com> or call 856-810-0400.

For more information, contact Jean Arlene at 856-810-0400.

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December 14, 2011