

READ WHAT LAWYERS & MARKETERS WORLDWIDE SAY ABOUT TREY RYDER AND THE RYDER METHOD™ OF EDUCATION-BASED MARKETING

Trey Generates Ideas With a Facility That Houdini Would Admire

“Trey Ryder is one of the most creative and thought provoking thinkers on issues relating to current day lawyering. He is practical yet generates common sense ideas with a facility that Houdini would admire.” **James G. Derouin, Partner; Steptoe & Johnson; Phoenix, Arizona**

My First 2 Meetings... 2 New Clients... 2 Quick Checks. It Was Almost Automatic!

“Awesome! Today I had my first two meetings after the Florida Times-Union article and prospects received my materials. 2 for 2 with quick meetings, quick check writing, and zero feelings from me that I had to pressure or do anything. It was almost automatic. I like this a lot!”

R. Kellen Bryant, VA Accredited Elder Law Attorney; Jacksonville, Florida

Trey is By Far the Most Knowledgeable Person I Have Ever Met in Lawyer Marketing

“I have been to over 30 marketing seminars and listened to over 100 so-called marketing gurus over the past 15 years. Trey Ryder is the real deal. He is by far the most knowledgeable person I have ever met when it comes understanding marketing for lawyers. All of his materials and resources are packed with rich content and not just fluff. Trey is a true genius!”

Kenneth L. Hardison, Hardison & Cochran PLLC d/b/a Hardison & Assoc.; Raleigh, NC

Trey Ryder’s Methods Really Do Work Like Magic

“I actually sat back today and thought, ‘Wow, Trey Ryder’s Methods really do work like magic.’ In the past, I’ve had lots of clients tell me that they hired me because of my website, and that they chose me over other lawyers because of my website... but it didn’t hit me until today that it was because of Education-Based Marketing. I just wanted to share that with you and thank you.”

Michael Chen, Attorney at Law; New York, New York

Awesome! What a Great Strategy. You’re a Genius, Trey

“Trey’s education-based marketing is the best approach I’ve used. Clients really appreciate the information. Plus it established me as the authority in my field. I receive many more calls from prospective clients than with any other marketing method I have used. I got an email from a reporter at the Oregonian yesterday. He wanted the Guide and wanted to know where my client lived. I responded. The Oregonian is a big paper. Also, I received another request for information yesterday from the press release. Awesome! What a great strategy. You’re a genius, Trey.” **Eric A Gang, Esq., Gang & Associates LLC; New York, New York**

I Cannot Speak Highly Enough of Mr. Trey Ryder’s Lawyer Marketing Articles.

“I cannot speak highly enough of Mr. Trey Ryder’s Lawyer Marketing Articles. Being a new law firm marketing department is difficult. At a time when I had several Marketing projects happening all at once, The Lawyer Marketing Articles guided me in making my marketing methods perfect, I even used the materials to train lawyers on marketing methods. I had outstanding results that were truly beyond my expectations.”

Malak A. Aoun, Marketing Manager, Fakhry Law Firm; Beirut, Lebanon

Educational Marketing is a Powerful, Effective Way to Market Your Law Firm and It's Really Not Expensive

“We have been using educational marketing material for over 15 years and in fact added four new educational publications last year. We will be using those publications as additional marketing tools for other practice areas for the next several years. Educational marketing is a powerful and effective way to market your law firm and it's really not expensive.”

Mark Wolfe; Boteler, Finely & Wolfe; Mobile, Alabama

Education-Based Marketing Works Brilliantly

“Hi Trey: Just a thank you from across the pond. I have been dipping in and out of your site for some years. I am not a lawyer but a marketing and communications consultant specialising in creating new business for service companies. Education-based marketing works brilliantly and you should know that your concepts and understanding of professional service marketing are very useful. If you're ever in the London area give me a call. I would love to buy you a beer!”

Chris Crossland; Thomas Winter Associates Ltd; Andover, Hampshire, United Kingdom

I Have Literally Built My Practice on Trey Ryder's Education-Based Marketing System

“Education based marketing works. I have literally built my practice based on Trey Ryder's education-based marketing system. This approach takes the time to answer questions on a level that the potential clients understand, teaching them what they need to know to realize what the answer to their problem is (and, of course, being in a position to provide that answer to them) and allows them to make the choice.” **Richard West, Attorney at Law; Springboro, Ohio**

Education-Based Marketing is Effective, Non-Offensive, and Genuinely Helps the Public

“Trey, I have now had the pleasure of working with you on marketing projects, spending time with you in person, and watching you make several seminar presentations – most recently at Lawyers Inner Circle in North Carolina. I continue to be amazed by the depth of your knowledge about marketing in general, and about law firm marketing in particular. You and I share a belief that the best marketing is education-based. Not only is it effective, but it is non-offensive, and is genuinely helpful to the public. In my opinion there is absolutely no one in the country better than you at this type of marketing program. (And I've seen a bunch of marketing experts over my many years of practice.)” **Robert A. Kraft; Kraft & Associates; Dallas, Texas**

Since Learning Your Education-Based Marketing Approach, My Practice Has Thrived

“Since being introduced to Trey Ryder 10 plus years ago, and learning his Education-Based Marketing approach, my practice has thrived. I have a unique practice area in the international labor law field. Trey's approach is not only an effective one for meaningful business generation, but it is dignified and professional.”

Jordan W. Cowman; Akin Gump Strauss Hauer & Feld LLP; Dallas, Texas

At a Recent Seminar, We Had to Close the Doors After 130 People Showed Up

“I increased my seminar attendance by 100% by making Trey Ryder's suggested changes to my seminar flyers. At one recent seminar, we had to close the doors after 130 people showed up. Trey's suggestions have been invaluable in making my seminars so successful.”

Robert J. Kurre, Robert J. Kurre & Associates, P.C.; Great Neck, New York

Wow! We Got a Lot of Bang for Our Buck This Month

“Trey: Wow! We got a lot of bang for our buck this month. The results: (1) The New York Special Child edition ran our ad as expected. (2) The 8 Costly Mistakes article was printed in the Long Island Special Child magazine. (3) They upgraded our Long Island Special Child ad to a FULL PAGE. (4) Our article was printed in four additional monthly magazines! (Brooklyn

Family, Queens Family, Bronx Family, and Staten Island Family). I have gotten four requests so far. Hopefully that's just the beginning. Thanks for your help with all of this."

Joseph P. Donlon, Esq., CFP® Donlon & Associates, PC; Garden City, New York

Trey Ryder is a Legal Marketing Genius

"Trey Ryder is a legal marketing genius. If you can't get more law-practice clients following his advice, you need a new career. Right-on-the-money suggestions for the sole practitioner/small firm, with plenty of practical help for the big-firm lawyer eager to make his or her own mark in the world." **Suuzen Ty Anderson, Esq., Owner, LawMarkets.com; Spring Valley, California**

Trey Brings a Wealth of Experience and Successes With Other Law Firms

"Having Trey Ryder as your marketing expert takes a lot of the pressure off a critical aspect of your practice's financial success. He brings a wealth of experience and successes with other firms and attorneys to give you the confidence that his educational based programs will work. He is easily accessible and strives to give you marketing advice that is easy to implement in the most cost efficient manner." **Daniel F. Monahan, Esquire; Exton, Pennsylvania**

Your Written Work is Realistic, Practical and Ready to Use, Even Outside the USA

"Trey, I share these comments about your excellent work. Every week I follow your articles, and every week I find that they contain more and more useful information. Your written work is realistic, practical and most important: It is ready to use, even outside of the USA."

**Ivan Cavero, Attorney; Law marketing consultant, director of
www.practiclegal.blogs.com; Lima, Peru**

Trey's Tips Have Helped Us Grow from 2 to 6 Lawyers in Just 2 Years

"Finally marketing that applies to attorneys. Trey Ryder's Lawyer Marketing Alert is excellent. His ideas are full of useful information, real bread and butter ideas you can use to grow your practice. We have used many of his tips. Our firm has grown from two lawyers to six in just two years. Every law firm, large and small would benefit from his marketing tips!"

Howard E. Spiva; Spiva Law Group; Personal Injury Trial Lawyers; Savannah, Georgia

Our Practice Would Not Be Where it is Today Without Trey's Help

"Trey's system of educational based marketing has greatly increased our business. Being in a very specific practice area, we needed a way to reach potential clients and Trey has helped us do that. He worked with us to develop an educational based website, which we numerous client tell us they found very informative. He has also helped us develop an educational seminar to reach out to prospective clients. Our practice would not be where it is today without Trey's help."

Polly Hey Panos; Hey and Hey, Attorneys At Law LLP; Redwood City, California

Trey, I Have Continued to Read as Many of Your Articles as I Possibly Can

"Hi Trey, Thanks for your mail. I am indeed a Nigerian born Lawyer practising in my home country. I am based in the commercial city of Lagos. I actually stumbled on your site for the first time in one of my general search for issues that will assist my practice. To tell you the truth, I was actually excited at the topic of Legal Marketing because it is an area of challenge in Nigeria. Lawyers in Nigeria are generally barred from advertising and so it is always a big headache to fathom how the legal practitioner will build up his clientele base.

"Trey, ever since the above mentioned encounter, I have continued to read as many of your articles as I possibly can. They have bolstered my marketing strategies both in my practice and other civil society activities I am engaged in.

“By way of some personal introduction as you requested, I am Barrister Valentino Buoro. I started my work life as a Newspaper Reporter and I have a cumulative experience of about thirty years in Journalism. Eight of these years were spent as an independent radio programme producer. I currently run an NGO on Landlord and Tenants Rights. You will find a little more information on my person if you do a google search on my name VALENTINO BUORO.”

Best wishes, **Valentino Buoro, Attorney at Law; Lagos, Nigeria**

Response from Potential Clients was Immediate and Positive!

“I found Trey’s insight and recommendations right on target, the response from potential clients was immediate and positive!” **Herbert T. Wright, Jr; Wright & Van Noy; Little Rock, Ark.**

I Like Trey’s Style: Direct, Helpful, Honest

“Trey: Even though I am just a ‘working dog lawyer’ and have not retained your services, you have been kind enough to continue emailing me your marketing newsletters which I enjoy, read, and forward to others. I like your style. Direct, helpful, honest. Smacks of integrity to me. Keep up the good work.” **Dan Dobbins, Attorney at Law, Tallahassee, Florida**

Trey Has a Special Understanding of the Marketing Industry

“Working with Trey has been a pleasure. He has a special understanding of the marketing industry, and so he was able to tailor a unique approach for us. His professional and energetic demeanor is refreshing. I feel confident that my business is in good hands. I know that he has our success in mind when working with us.”

John D. Hensley; Hensley Legal Group, PC; Indianapolis, Indiana

Trey Has an Approach to Legal Marketing That I Haven’t Seen Anywhere Else

“Trey has an approach to legal marketing that I haven’t seen anywhere else. His insights are practical and easy to adopt, and you can try as much or as little of his program as you want – and still see results. Even though I do no direct marketing and little ‘traditional’ marketing, I enjoy Trey’s approach and find his insight valuable. I just don’t want my competition getting a hold of this book!” **Carolyn M. Ohlsen; Bryan Cave LLP; St. Louis, Missouri**

Trey is the Consummate Professional

“It is an absolute pleasure for me to recommend Trey Ryder. I’ve worked with many a consultant in my time, and I can say without reservation that Trey is the best, in any discipline. He combines all the traits one would want in an advisor: high caliber work product; targeted experience; savvy, no-holds-barred advice (delivered in a supportive, constructive way); quick turnaround; ready availability; reasonable fees. In other words, the consummate professional. I consider Trey more than just my marketing consultant. He’s become my success coach and comrade-in-arms.”

Jim Bennett, The Bennett Law Firm; Dallas, Texas

Trey is the Only Consultant I Know Who Pushes Education as a Favoured Methodology

“It is in respect of the latter that I like your notion of ‘education-based marketing’. You seem to be the only writer / consultant I have come across who pushes this area as a favoured methodology. I find your ideas sensible and practical and your style of writing helpful and approachable. I know from experience of advising over 600 law firms in England and other countries too that the techniques work well if executed properly.”

Ian Cooper, Law Marketing Specialist; Leeds, England

Trey Ryder is the Only Consistent Source of Legal Marketing Information I Know

“Trey Ryder is the only consistent source of legal marketing information I know. His advice is timely and always on the mark. He has contributed greatly to a field that is still emerging and finding its direction.” **Jim Alexander, National Sales Manager, Business Stationery Papers; Crane & Co., Inc.; Dalton, Massachusetts**

Trey’s Method is, Without Exaggeration, the Most Powerful, Persuasive and Profitable Method I Know for any Attorney to Get New Clients

“Trey developed a program that not only helped me attract new clients, but also strengthened my clients’ loyalty, and increased referrals from my existing clients. Trey developed a custom step-by-step program that we implemented over the next several months. In a nutshell, Trey helped me be seen as the ‘expert’ in my area of the practice. Trey taught me that by providing my clients and prospective clients with helpful information and advice, they would view me as the lawyer ‘expert,’ and they would naturally and very comfortably hire me to solve their legal problems. This was all done without making a single ‘sales pitch’ and was done in a very dignified manner. Trey’s method is, without exaggeration, the most powerful, persuasive and profitable method I know for any attorney to get new clients. I personally use Trey methods every day in my practice to continually attract new clients. It is for all these reasons, I can recommend Trey Ryder without hesitation.” **George J. Hanko III; Sico, White, Hoelscher & Braugh, L.L.P.; Austin, Texas**

Trey is a Genius When it Comes to Tasteful Marketing Methods for Lawyers

“Trey is a genius when it comes to professional and tasteful marketing methods for lawyers. His marketing lessons should be taught in law school!” **Glenn K. Garnes, The ESQlawtech Weekly**

With Trey’s Help, My Business Has Risen 25 Percent in One Year

“I have subscribed to Trey Ryder marketing techniques for close to a year now. In that time my business has risen approximately 25% with only a small investment in a phone book. This year I am making a greater investment and look forward to the results.”

William H. Scott, Esq; Flushing, New York

Your Two Articles on Referrals and Bio Hit Me Hard. The Step By Step Helps Me a Lot!

“Trey, I normally forward your email to a couple of lawyers in my mastermind group. I always find value in it. This one, though, was **extraordinarily** valuable. Your two articles on referrals and bio hit me hard as I have not been doing well in these two areas. I printed it out and have marked the articles up and will start taking action on them. I have forwarded your email to a number of lawyers outside my mastermind group with a suggestion people sign up for it. Really good stuff and wanted to thank you for the good information. The step by step helps me a lot! Thank you again.” **John G. Watts; Watts & Herring, LLC; Birmingham, Alabama**

Trey Ryder Stands Out for His Focus on Education-based Marketing

“In assisting law firms establish effective marketing strategies, Trey Ryder stands out for his focus on educated-based marketing. I admire Trey for his commitment to helping his clients by providing straightforward information that is easy to understand, access, and apply. Moreover, Trey does not play games and is honest with his clients when providing them with the help they need. When looking for ways to improve your marketing plan, Trey’s articles on his website will help you identify dignified approaches that best fit your firm’s goals. If you take a look at this material, you’ll have a chance to become more familiar with how his intentions and insight have led to successful results for his clients. You will also realize why his educational marketing programs continue to be sponsored by local and state bar associations nationwide.”

Susan L. Sipe, Sipe & Associates, Inc.; Legal Internet Marketing Consultant; Pasadena, CA

Trey Ryder Offers a Unique, Powerful Prospective on Legal Marketing

“Trey Ryder offers a unique and powerful prospective on legal marketing. Each of his newsletters demonstrates his passion for getting it right and he understands how important client education and personal relationships are to the marketing process. Lawyers in any practice could learn from Trey’s proven approach. It’s really all about the people...and Trey get’s that.”

Michael Shawn McCabe, Director of Business Development; Hammond Law Group, LLC; Cincinnati, Ohio

I Have Used Your Marketing Tips for My Legal Clients Over the Past Several Years

“I’ve been able to use many of Trey Ryder’s marketing tips for my legal clients over the past several years. Of particular value is the educational-based lawyer marketing techniques that are outlined in his email newsletters. In legal services, knowledge and expertise are the primary selling points. I believe lawyers can reap the benefits of using Trey’s ‘soft sell’ educational format in approaching new clients.” **Jessica LeBeau; Eden Creative; Dallas, Texas**

We Consider Trey’s Assistance Invaluable

“Trey, Your newsletter idea has generated so much activity that we have more than paid for the cost of doing it. Cultivating the client base is the key to any successful law firm (or any other business for that matter). Your marketing tips have increased our revenue and helped us to have a higher degree of client satisfaction. We consider your assistance invaluable.”

Charlie Flaxman; Flaxman & Lopez, PA; Hollywood, Florida

Trey’s Approach is the *Only* Method That Can Successfully Achieve Top Notch Results

“Trey Ryder is in a class by himself. Rarely in this business do you find a marketing professional who truly knows the key to marketing legal services and the secret to increasing a firm’s client base and its profits. Trey’s education-based approach to marketing is the *only* method that can successfully achieve top notch results for your law firm.”

Nancy J. Wintner, APR, Marketing/Public Relations Specialist; Pittsburgh, Pennsylvania

Trey’s Education-Based Marketing Strategy Has Been Crucial to My Success

“Clients instinctively know the difference between a salesman and a trustworthy professional. Trey’s marketing materials are full of specific examples of how you can gain credibility with prospective clients and turn them into business. Trey’s education based marketing strategy has been crucial to the success of my new solo practice. I’ve been very pleased to have clients hire me, and then tell me that they liked the no-pressure, informative nature of my initial consultation.” **Brian Nomi, Attorney at Law; Camarillo, California**

Trey is the Preeminent Mentor to Legal Marketers Today

“My fervent advice to others in our field is to read everything you can get your hands on that Trey Ryder has written. Go to any seminar where he is a speaker. Purchase and digest any book ever published by him. He is a highly sought-after consultant, an empowering and practical leader, and in my opinion the preeminent mentor to legal marketers today.”

Ewin Grace, Attorney and Marketing Director; Gauntlett & Associates, Intellectual Property Coverage Firm; Irvine, California

Trey’s Tips and Advice are Remarkably Insightful and On Point

“Any lawyer interested in learning how to market your law firm today would be well advised to read everything they possibly can from Trey Ryder and then pick up the phone and call him to see how he can help solve your marketing problems. His tips and advice are remarkably insightful and on point. I eagerly look forward to his emails with marketing tips and strategies

that you can immediately implement in your practice. Trey Ryder deserves not just a certificate but an award for helping lawyers understand how to communicate with their clients and how to attract more consumers with great educational messages. Thank you Trey for all you do.”

Gerry Oginski; NY Medical Malpractice Trial Lawyer & Founder, Lawyers Video Studio; The Law Office of Gerald M. Oginski, LLC; Great Neck, New York

Ideas Are Insightful, If Not Ingenious

“I have been receiving Trey Ryder’s consulting advice for nearly two years. Trey’s ‘state of the art’ marketing ideas have been insightful, if not ingenious. Equally important is his vigilant message; you’ve got to keep the availability of your services out there in the public eye.”

F. Dillon Bagley, Esq; Boston, Massachusetts

You Have Found Your Calling and I’m Grateful to Have Found You

“I’m here to give you a testimonial. I have read and read and read so many marketing books and attended seminars that yes, do have some excellent content. But out of all of them, you have it together, you are consistent, uplifting, and genuine. And did I say consistently refreshing? That is what I receive from every article. You have found your calling and I’m grateful to have found you. Nuts and bolts... Marketing isn’t about tricks and hard selling. It’s about perception of content and how it relates to your audience. Since I’m not in a position to pay you yet for all your wisdom and genius giving, I will pass on your name whenever I can to the lawyers I deal with. Thank you and have the best day ever. Best regards.”

Mona Ferro; Merced, California

You Were the Foundation of My Marketing Efforts in the Mid-1990s!

“Dear Trey: I fondly recall that you were the foundation of my marketing efforts in the mid-1990s! We worked on engraved stationery, education-based marketing, and a few mass mailings. EMLA has since expanded into sized into ELITE MEDICAL EXPERTS and that has taken on a life of its own. Consequently, I really appreciate all that you did to help me when I was just starting. I hope that you are thriving as well. All my best.”

Burton Bentley II, M.D., FAAEM; Elite Medical Experts, LLC; Tucson, Arizona

Wealth of Helpful, Pertinent Information

“Trey Ryder’s materials never fall short of superbly informative and insightful. His newsletters and other publications are a wealth of helpful information that is pertinent to practicing lawyers.”

Keith M. Aurzada; Attorney at Law, Akin Gump Strauss Hauer & Feld, LLP; Dallas, TX

Trey, To Receive Your Information in Quick, Easily Assimilated Bites is Invaluable!

“Hi Trey, I always enjoy opening your email – which often gives me a nudge to improve my client relationships with a simple and timely reminder to do something which I probably knew to do but was overlooking. I am too busy to sit down and read the proven texts of Foonberg & Poll, and to receive my information in quick, easily assimilated bites is invaluable.”

Alan Clark, Alan Clark Lawyer; Auckland, New Zealand

Best Way I Have Found

“Education-based marketing is the best way I have found to attract new clients. Almost all of my clients are attorneys. They frequently approach me after a seminar or after reading one of my newsletters and say: you know your stuff, I’d like to hire you. Trey Ryder’s Marketing Alerts are always informative. I always take a minute or two to read them. I have successfully used some of the ideas he advances.”

Jerome Fishkin, Attorney at Law; San Francisco, California

Only True Way to Market

“Trey Ryder’s education-based approach to marketing is the only true way to create a successful law firm marketing plan. Law firms of different sizes and different goals can all benefit from his strategic planning. His ideas come from years of marketing experience and have helped our group continue to expand our vision. In the ever-growing field of law firm marketing, Trey Ryder’s personalized touch keeps us one-step ahead of the competition!”

Seth A. Hodes, Marketing Director; Hodes, Ulman, Pessin & Katz, PA; Towson, Maryland

Dignified Approach

“Your writing is of the highest quality, your approach to marketing dignified, and your contributions to increasing the professionalism of the legal community substantial.”

Robert Erven Brown, Lawyer; Phoenix, Arizona

The Magic of Education-Based Marketing: Prospects Conclude You Are a Master of Your Craft

“Long ago, Trey Ryder created a method of education-based marketing to help lawyers in all types of practices get their marketing messages through the ‘clutter’ of a very crowded marketplace. Trey has been teaching this to lawyers for 23 years. The magic of education-based marketing is that the potential client comes to the conclusion that you are a master of your craft, without you ever having to say it. I highly recommend that you contact Trey Ryder BEFORE the next visit from the ‘marketing vultures’ who are trying to sell you traditional me-too type lawyer advertising.”

Benjamin W. Glass, III; Benjamin W. Glass, III & Assoc. PC; Fairfax, VA

Trey Has Helped Me Avoid Appearing as a Salesman

“Trey’s proven and straightforward methods of using educational marketing to build a law practice have paid off for me in several ways. Clients who inform themselves by reading the free reports and materials on my website are more enjoyable for me to act for and have a higher level of satisfaction with my work. Trey has put dollars in my pocket, and definitely saved me from generating marketing messages that would alienate the people I most want as clients. Thanks, Trey!”

Randall Walford, LL B, MIM; Calgary, Alberta, Canada

The Rules are Changing and Trey Ryder Gets It

“Legal knowledge is your work. Client knowledge is how you get it. Trey Ryder’s education-based marketing principles show you how to demonstrate client knowledge. The rules are changing, and Trey Ryder gets it. This is your small practice survival kit.”

Aimee E. Farr, Lawyer; Waco, Texas

Trey’s Inexpensive Suggestions Turn Into Large Payoffs

“Trey has provided practical marketing tips that have translated into positive marketing tools for my firm. It seems like his small, inexpensive suggestions turn into large payoffs.”

Jack McConnell, Attorney at Law; Ness Motley Loadholt Richardson & Poole, PA; Providence, Rhode Island

Earned Highest Recommendation

“Thank you for all the help. I am sold on your Education-Based Marketing strategy. You’ve certainly earned my highest recommendation.”

Michael Sherman, Attorney at Law; Mobile, Alabama

The Most Useful Law Marketing Material I Read

“Trey Ryder’s Lawyer Marketing Alerts are extremely helpful. It seems that every time we are

contemplating on implementing a new marketing effort, Trey comes out with helpful tips on how to make it successful. His advice is timely and beneficial. It is the most useful law marketing material I read.” **Kristin B. Gipson; Middleton Reutlinger; Louisville, Kentucky**

I Ran a \$68 Ad One Time and Got 48 Calls From Qualified Prospects

“Trey – Just a brief note to let you know that I am very, very pleased with your information based marketing program. I used your teaser headline format to target dwi clients to call for a FREE special report. The headline was “53 Things You Need to Know About Your DWI Case That the Prosecutors Won’t Tell You.” To get the information in a FREE special report, callers had to call a toll free 800 number and leave their names and addresses. I ran a \$68 (1 column by 4 inches) ad one time in the Saturday newspaper (60,000 readers) and got 48 calls for my special report. I am soooo glad that I finally found a person who knows how to attract qualified prospects without spending a small fortune.” **Ed Brown, DWI Defense Attorney; Belton, TX**

Very Professional

“I have enjoyed your ideas about marketing and have received many good ideas from your monthly notes. The idea of marketing through education is very professional. Thank you for your helpful ideas.” **Richard P. Wallace, Attorney at Law; Sims, Liesche, Reagan, Wallace & Wallace, PA; Coeur d’Alene, Idaho**

Trey’s Method is as Relevant to Accountants as it is to Lawyers

“Trey’s marketing method is as relevant to accountants as it is to lawyers. We have made education-based marketing the primary strategy for our firm.”

John Corban, Inspired Business Solutions, Auckland, New Zealand

I Could Not Have Begun or Completed This Task Without Trey’s Invaluable Help

“Trey patiently assisted me in assembling all the documents I needed to begin offering seminars to the public as the heart of my education based marketing plan. The task was daunting and I could not have completed it or begun my seminars without his invaluable help. I look forward to continuing to work with Trey and learning from him.”

Ms. M. Celeste Luce, Attorney at Law; Reno, Nevada

One of My Partners – Who Was Very Reluctant to ‘Market’ – Saw the Light

“Trey, I have found your materials particularly helpful in two ways: First, you offer several different types of tips, not a one size fits all. Second, you present them in such a reasonable manner that one of my partners who was very reluctant to “market” saw the light.”

Allen Sparkman; Sparkman Shaffer Perlick LLP; Boulder, Colorado

Trey Takes the Guesswork Out of Marketing

“As a sole-practitioner, dedicating time to marketing is an extremely difficult endeavor. However, I subscribe to Trey Ryder’s Lawyer Marketing Alert. Trey has taken the guesswork out of marketing our services. By implementing ideas that Trey has outlined in his email publication I have been able to save time and focus on the representation of my clients. Keep up the good work.” **Ken O’Deen, Attorney-At-Law; Charlotte, Michigan**

Your Emphasis on Education as the Way to Market is “Spot On”

“Trey, I think your emphasis on education as the way to market to the potential client is ‘spot on’ (excuse the English expression but I think it is appropriate). I have implemented this approach with numerous seminars and newsletters. Thanks for your help.”

Jules Zacher Esq; Philadelphia, Pennsylvania

I Often Find Gems in Trey's Words

"Trey, I really appreciate your weekly marketing tips. I often find gems in your words, which I employ in my own marketing for my practice. I look forward to many more. Also, have you considered writing a book? Perhaps a how to book? I think this would be a wonderful idea. The marketing information you provide is dignified, diverse and works!"

Joseph Paul Smith, Attorney at Law; Albuquerque, NM and Fayetteville, AR

Trey's Suggestions Are 'On the Money'

"Trey, The advice I find in your marketing materials is very helpful. The suggestions you make are on the money and keep me focused on marketing our law practice. No doubt they make me money!" **Stephen Allen Jamieson; Solomon, Saltsman & Jamieson, PC; Los Angeles, CA**

Lawyers Say I Have the Best Lawyer Ads They Have Ever Heard

"Trey, we have been running bankruptcy radio commercials on one station for about three weeks. I am getting 5 to 8 calls per day, and 2 to 4 emails. I have opened 5 or 6 new cases and we have sent out about 20 information packets. The new clients have been very complimentary about the ad insofar as it was informational and because it established credibility. One gentlemen drove 45 minutes to my office because of my credibility. Most of the callers are higher income earners with more complicated cases. I have been quoting higher fees without any negative response. In addition, two different lawyers have sought me out to say that the ads you created were the best lawyer ads they have ever heard." **Jonathan Ginsberg; Ginsberg Law Offices, PC; Atlanta, GA**

Trey's Tips are Informative, Practical, Common-Sense

"Trey, I really enjoy the information that you provide through your Lawyer Marketing Alert. It's very informative and practical, common-sense stuff. As a marketer myself, I find that your tips and suggestions are pretty much right on the money. And I like the format. I know I can easily save these emails and pull them out when I need to refer to something in particular."

Kelly McGrath; Zagnoli McEvoy Foley Ltd, Litigation Consulting; Chicago, Illinois

Really Profiting in Mexico

"Trey, I am really profiting from your Lawyer Marketing Alert down here in Mexico City. Just last week I began my own email alert, Strasburger's Eye on Mexico, and used many of the tips you gave us in one of your recent messages. And I especially appreciated today's message on how to maintain a good marketing attitude, because I'm trying to give it my best shot with a smile every day, but results vary, and I'm learning. Hats off to you!"

Mike Patterson; Strasburger & Price; Mexico City

The Systematic, Personal Approach Fashioned by Trey is Exceedingly Cost-Effective

"In January, 2003 we left a nine person law Firm and begin our own practice. Faced with the daunting challenge to successfully form, refine and implement our business plan while simultaneously litigating, Trey Ryder marketing has become an essential component of our success. Our financial planner recommended Trey based on his experience with Trey's marketing approach for his own highly successful business. The periodic sharing of advice and encouragement from Trey's marketing network of other attorneys has been particularly valuable to us. In contrast to the tempting flash of radio and television marketing, which is always expensive and rarely effective, the systematic, personal approach fashioned by Trey is exceedingly cost-effective. Now, when either of us is asked by others about marketing, we echo what our financial planner advised. Contact Trey Ryder!"

Robert J. Bozelli, Cynthia Grace Bozelli; The Bozelli Law Firm, APC; Austin, Texas

I Wait for Trey's Newsletter to Arrive

"I find myself waiting on Wednesday's for Trey's marketing newsletter to arrive by email. We have implemented many of the things Mr. Ryder writes about as well as taking others under advisement for future use. We also file his newsletter every week so that we may revisit them when we sit down to discuss Marketing our law firm."

Craig Bartolomei; Lewis & Leeper; Framingham, Massachusetts

One Radio Talk Show Drew Calls From 426 Prospective Clients

"On each of these [radio talk] shows we offered to send from my office an information packet entitled, 'Twelve Costly Misconceptions About Wills.' From each show we had a significant response and requests for this information. From the Preston Westmoreland Show on August 14, we received 63 calls requesting this information. On the Michael Dixon Show on October 15, we received 141 requests for this information, and on December 26 from the Pat McMahon Show we received 426 requests for this information. I am happy to report that many of those requesting information have subsequently called for additional information and some have become clients of my law practice. Thank you for your assistance."

Steven W. Allen, Lawyer; Mesa, Arizona

Trey Ryder Keeps Me Enthusiastic in My Approach

"As a defence lawyer in Melbourne Australia, I find it imperative that I keep up to date with the latest in a widely based law marketing community. Trey Ryder provides me with this opportunity, but more importantly he keeps me enthusiastic in my approach."

John L. Bushby, Defence Lawyer; Melbourne, Australia

I Proved to Myself That Education-based Marketing Works

"Here I go to Mr. Ryder's website and read his articles – have been for years while in law school. I receive his email alerts to learn more about marketing for lawyers – Now I am buying a CD series to help me with radio advertising. (Obviously worked – I am buying a product) and I am certain I will be hiring you from time to time to write articles. As I reflected I realized that I proved to myself that it works by being a consumer from a provider of educational based materials that I had need for." **Jason E. Swango, Esq., Attorney at Law; Virginia Beach, VA**

First Expert Who Truly Delivers on His Promise

"Trey, Having practiced law for nearly 20 years, I've seen more than a few 'experts' try to tell lawyers how to successfully market their practice. Your service is the first that truly delivers on the promise. As with most professionals, I prefer education-based "marketing", rather than media hype. Your newsletter has provided our firm with several valuable tools and techniques for getting our message heard. Thanks again."

Raymond B. Joseph, Partner; Joseph & Marees, PA; Jacksonville, Florida

Please Let Me Know When Your Book Will be Published. I am Already Interested to Buy It

"Trey, I would like to confirm that your marketing materials are very useful for my practice and your advice contributed to a better approach of my potential and current clients. Moreover, I started to instruct my team based on your marketing materials in order to apply your strategy. Please let me know when your book will be published (I am already interested to buy it)."

Marius Rimboaca, Attorney at Law; IBS Consulting Group; Bucharest, Romania

Trey's Email Alerts Have Really Helped in Developing the Ideas I Have Implemented

"Hi Trey, I have definitely integrated the educational method of providing prospective clients

legal information prior to signing them up. The collateral materials we developed are industry/client specific and concise, geared toward the client, and not overly laden with legal “mumbo jumbo”. We are still in development with the website. Our materials also have a friendly look and feel, which is still new in legal marketing. Your email letters have really helped in developing the ideas I have implemented at the Grodsky Law Firm, and so have the conversations we have had. We are located in Los Angeles, California and the practice areas we focus in are business/corporate transactions, litigation, and real estate.”

Susan Corben, Grodsky Law Firm; Los Angeles, California

Trey Taught Us How to Get More Inquiries and Spend Less on Advertising

“Trey, Thank you for your marketing expertise. I have been reading your marketing tips for over a year and last year we implemented what you describe as education-based marketing. We also lowered spending on other advertising that was not education-based. The result was more prospective client inquiries and less money spent on advertising. This year we are continuing to cut all advertising that is not education-based. Thanks again.”

Denise M. Torres; Saenz & Torres; Las Cruces, New Mexico

Your Materials Are Like Having a Marketing Team Available Every Day

“Your Marketing Alerts and Seminar (“Education-Based Marketing for Lawyers”) have been very helpful to me in assessing my marketing options and even coming up with some of my own. Having these materials on hand is like having a marketing team available every day for a big brainstorming session. Your articles inspire me to think creatively. Thanks!”

Tom Stillwell; Thomas R. Stillwell, PC; Phoenix, Arizona

Fingers on the Pulse of Legal Consumers

“I have found that Trey Ryder has his fingers firmly on the pulse of the legal consumer. Prospective clients I have interviewed expressed a strong desire to be educated about their legal needs prior to making an appointment with an attorney. I am putting together a fact sheet on each practice area within our firm, as Trey advises, and design advertising vehicles to let legal consumers know this information is available. No longer can we sit back and hope that potential clients will call us... we must communicate our knowledge and expertise to them, as Trey suggests, so they will be compelled to call us. Thank you, Trey, for showing us how to differentiate our firm from other firms within our market area.”

Lynn E. Adams; Seibert & Kasserman, LC; Wheeling, West Virginia

Weekly Alert is Valuable, Concise

“Trey, I find your tip sheets and the weekly email valuable since they are concise and easy to reference.” **Diana Lennon; Voorhies & Labbe; Lafayette, Louisiana**

Clients Really Know When You Are Doing Your Best Effort for Them

“I have used some of the Trey Ryder’s advice in my law firm and what I can say is that clients really know when you are doing your best effort for them. They really appreciate such ‘little things’ that make the difference between law firms and service.”

Jose Cortes, Aramburu, Aguirre & Cortes, S.C.; Mexico City, Mexico

Trey Provides a Great Service

“Trey – I have been a subscriber to Trey Ryder’s email service for a couple of years. One thing I have learned about legal marketing is that not everything that is suggested for lawyers works for all lawyers and that what might be appropriate and work for another lawyer may not be

appropriate and work for me. Trey has provided me with a large and interesting collection of ideas, some of which I have put to work for me and which have helped me in my practice. He provides a great service.” **Joel R. Burcat, Esq., Attorney at Law; Harrisburg, Pennsylvania**

Trey Has Helped Us Become Marketers. We Like What Trey Offers

“Trey, Although it is a bit disconcerting to have come to the realization that marketing is a necessity in today’s practice of law, even in a small town practice, it is a fact. Your advice and suggestions have been very helpful in directing our efforts to reach more clients. We have not become advertisers, but are becoming marketers. We like what you have to offer.” **Michael S. Sizemore; Sizemore, Burns and Gillmore, PA; Newton, Kansas**

Trey’s E-Alert Has Helped Me Increase My Practice Dramatically

“Trey: I find your newsletter insightful and extremely useful. It has sensitized me to a number of issues and has helped me increase my practice dramatically. Keep up the good work. Very truly yours.” **Richard L. Heaton; Cheadle, Garrett & Heaton, LLP; Newport Beach, California**

Trey’s Method of Education-Based Marketing Eliminates the Need to Sell

“Trey, it’s a pleasure to recommend you to others. The marketing materials and ideas you developed have been very effective. The Asset Protection Guide that you prepared is a big time saver for me. For the most part, I do not need to do any presentation on why my services are beneficial. The best thing about the education-based approach is that it works. The education-based materials are an effective way for me to separate myself from the crowd.”

Joe Volin; Attorney at Law; Tempe, Arizona

Trey Offers Excellent Points for the Marketing Lawyer

“You have offered several excellent points for the marketing lawyer. One such point has to do with the amount of the fee that a lawyer charges. A lawyer who charges more, and demonstrates that he or she is worth the price, garners clients and their respect (people expect and would rather pay more for a better product, than to pay less for sub-par legal services).”

Chandler W. Mason; Fellows Johnson & La Briola, LLP, Trial Attorneys; Atlanta, Georgia

Trey’s Down-To-Earth, Logical Advice is Perfect for Attorney Training

“Trey Ryder’s Marketing Tips always seem to take a different twist on marketing. If you honestly feel like you have done everything in your power to bring in new clients into to your firm but have not implemented Trey Ryder’s ideas, give them a try. His down-to-earth, logical advice is easy to understand and perfect for in-house attorney and staff marketing training.” **Nancy Hilliard Joyce, Marketing Director; Gibney, Anthony & Flaherty, LLP; New York, NY**

Trey’s Lawyer Marketing Alerts Are the Modern-day “Energy Drink” for Lawyers

“Whether you’ve done one seminar or twenty, reviewing Trey’s marketing tips and advice provides the ‘refresher’ you need to be primed to win over another crowd of potential clients. Trey’s weekly emails, which provide countless tips and practical advice to be successful in today’s competitive legal market, are the modern-day ‘energy drink’ or ‘energy bar’ for lawyers. They revive and recharge your batteries to market yourself while those who do not receive the emails are napping.” **Walter Spader; Marcus Law Firm; New Haven, Connecticut**

Highly Recommend Trey’s Marketing Methods

“I have successfully implemented many of Trey Ryder’s marketing methods. I tried his idea about the 1 cent stamp, and I received numerous comments from clients and prospective clients. I

highly recommend Trey Ryder's marketing methods."

Michael D. Ferachi, Attorney at Law; Baton Rouge, Louisiana

Your Email Newsletter is a Consciousness Raising Tool

"I circulate your email newsletter to all lawyers in the firm. I use the subject line 'marketing tip for the day'. For me it is a consciousness raising tool to remind the lawyers to think from the clients' perspective and listen and communicate based on the clients' needs (not what the lawyers think they need). Your marketing materials are very helpful."

Diane Carty; Minden Gross Grafstein & Greenstein LLP; Toronto, Ontario

Your Articles on Newsletters Were Most Helpful. My Newsletter is my Best Marketing Tool

"Trey... I receive your emails and always find them interesting. I spend a considerable amount of time marketing my services and always appreciate new and better ways to accomplish this task. Your articles on newsletters were most helpful. My newsletter is my best marketing tool. I send out a hard copy and find it much more effective than the email newsletters other counsel are using." **John R. Abbott; Abbott Law Offices LLC; Berwyn, Pennsylvania**

I Have Received 40 Positive Responses in 10 Days

"Trey, I want to thank you for your most valuable newsletter which I save in hard copy. Recently, I followed your advice and sent out almost 500 'educational' letters discussing the Internet and the dangers of credit card fraud as well as cybersquatting. So far, in about a week and a half, I have received 40 positive responses from clients and friends in several different countries. Not one contact has asked to be taken off the list and several have been passing my letter around the shop. I am sure that new client business will be produced and that old clients will remember that they need some new work. As you recommended, I am keeping a folder into which I drop ideas for my next letter in two months. Thanks again from Houston!"

James A. Carmody, Attorney and Arbitrator; Houston, Texas

Trey's Marketing Plan is Appealing to Lawyers Concerned About Image

"Trey, The fact that your marketing plan centers on education rather than tacky advertisement schemes makes it very appealing to any attorney who is concerned about our image as a profession and role in society. I appreciate the newsletter a great deal and look forward to buying your book." **Steven J. Kokensparger, Attorney at Law; Columbus, Ohio**

The Value of Trey's Reminders, Ideas and Encouragement is Inestimable

"Trey, I want to express my appreciation for the wonderful insights you provide in your email Marketing Alerts. I find them to be succinct, yet packed with extremely practical advice which I have incorporated into my own marketing plan as I nurture my sole practice after 20 years as a partner in large firms. Since a lack of time is my greatest enemy as I try to be the 'chief cook and bottle washer' doing everything myself, the value of having periodic reminders, ideas and perhaps most useful of all, encouragement is inestimable. You provide a wonderful service to lawyers like me who are trying hard to go against the conventional wisdom of relying on the support of a large firm to do much of the marketing for the lawyers. Thanks again and keep 'em coming!" **J. Stephen Shi, Attorney at Law; Atlanta, Georgia**

Trey's Ideas are Right in Line With My Firm's Philosophy

"As a Business Development Administrator in a law firm with more than 750 attorneys in 15 international offices, I turn to a number of resources for a quick read on professional services marketing. Trey Ryder's weekly email newsletter, Lawyer Marketing Alert, is one of my

favorites. His ideas on education based marketing are right in line with my firm's philosophy of putting the client first and bringing value to the relationship beyond the handling of a client's legal matters. On numerous occasions I have included a hyperlink to Trey's newsletter in my internal business development messages to our attorneys and many of them have asked how to get their own subscription." **Joi F. Scardo, Business Development Administrator; Hunton & Williams; Atlanta * Bangkok * Brussels * Charlotte * Hong Kong * Knoxville * London * McLean Miami * New York * Norfolk * Raleigh * Richmond * Warsaw * Washington**

Trey Knows the Legal Profession

"I have found the marketing letter by Trey Ryder to be full of current common sense suggestions. He knows the legal profession and how to relate to attorneys."

Tim Burns, Lawyer; New Orleans, Louisiana

Thanks to Trey I Guarantee My Work – and I've Been Paid Every Time

"Help is what I needed, and help is what I got from Trey Ryder's Lawyer Marketing Alert. Trey's mind must work at the speed of light to come up with practical marketing ideas. He not only has recommendations for what works to generate new clients, but candidly points out where marketing dollars can be wasted. Common sense, innovative thinking, and prompt action are his strong points. Each Chapter has a short general discussion of a marketing concept which is then followed by a list of what to consider and what to do. As an estate planning lawyer who writes long and complex documents, my clients were pleased when I used Trey's idea to guarantee my work. I tell my clients they have to be comfortable with the estate plan we develop for them and that they must understand the documents – or they don't have to pay my bill. So far, I've been paid every time – and the clients refer new business to me. What more could I ask!"

Ross A. Sussman, Attorney at Law; Minneapolis, Minnesota

Found Trey's Observations Pragmatic and Valuable

"I have found his marketing observations and comments pragmatic and of definite value. They are applicable to any service oriented organization – including ours."

Hale T. Chan; Marketing Manager, Andersen Business Consulting; Chicago, Illinois

Comprehensive, Well-Thought-Out Ideas

"I look forward to each of your marketing alerts. Your comprehensive and well thought out ideas are presented in a straightforward and easy to understand format. Our law firm works in the commercial collection field throughout North America. Your ideas have been most helpful in my marketing our services." **Alan Jeffory, Bethune & Associates; Phoenix, Arizona**

Trey Turns the Light On

"I always look forward to reading what Trey has to say. It turns the light on just about every time. Sincerely." **Met Wilson, Partner; Lane Powell Spears Lubersky LLP; Portland, Oregon**

Trey Offers Sophisticated Recommendations

"I've been enjoying Trey's marketing columns for several years now and, without exception, have found them to contain sound, sophisticated and perceptive recommendations to help law firms polish their existing marketing messages or break ground with new marketing concepts. The beauty of what Trey does is found in his presentation of solid marketing fundamentals, geared to law firms and their client-development efforts. Trey can help law firms decide whether to implement some of those marketing concepts on their own, or recognize when it's time to hire the work out." **George Manlove; Preti Flaherty Beliveau Pachios & Haley, LLC; Augusta, ME**

Great to Have Marketing Information Targeted to the Legal Profession

“I have enjoyed receiving your information on marketing for attorneys because it is specific to the legal profession. General marketing information may not always apply to attorneys, so it is great to have marketing information that is targeted to the profession. Thanks.”

Debra Hultquist, Intellectual Property/Technology Law; Chapel Hill, North Carolina

Trey’s Advice Has Been Very Helpful in Developing My Firm’s Marketing Strategy

“I have enjoyed reading your ideas on marketing strategy and concepts. They have been very helpful for me in developing a marketing strategy for my firm. Although I like to think of myself as a good trial lawyer, my marketing and advertising knowledge leaves much to be desired. That’s where you come in.”

Dan Cytryn, Esquire, Board Certified Civil Trial Lawyer; Law Offices Cytryn & Santana, P.A.; Coral Springs, Florida

Using Education-Based Marketing, About 70% of Inquiries Turn Into Clients

“Education-based marketing has been a substantial part of the success I have had when giving a new direction to our law office situated in Spain. We have an information based web site. I write newspaper articles. I answer Email inquiries “education based”, identifying peoples’ problems and suggesting solution ideas, which takes a lot of time. But I get about 70% actual clients out of these inquiries.”

Niels A. H. Becker; Becker Rechtsanwälte & Abogados; German and Spanish Attorneys at Law

Trey’s Newsletter is a Valuable Source of Information

“Trey, I enjoy reading your weekly newsletter. It’s nice to have a source of information on a variety of marketing-related ideas. I think the information you provide is valuable and often provides me with an idea to ponder.”

Jack D’Aurora; Luper, Sheriff & Neidenthal; Columbus, Ohio

Trey Pointed Out Simple Things We Can Do to Achieve Measurable Results

“I have found that Trey Ryder’s education-based marketing techniques contain tools for success in a no nonsense, logical and easy to understand format for busy schedules. Lawyers feel that they do not have the kind of time necessary to market themselves. Trey Ryder has made our firm realize that if we do not pay attention to the marketing side of business, we will not have any business to worry about! We have implemented several of his ideas including communication on a regular basis with all of our clients, not just when they have a legal need. We have found that our clients have really been pleased that we are thinking of them more than just when the bills go out. Our clients were surprised and happy and our law firm was glad Trey Ryder pointed out the simple things we can do that can achieve measurable results.”

David M. Smith, Partner; Pollicoff, Smith & Remels, LLP; Houston, Texas

Trey’s Ideas Really Help Differentiate Lawyers From the Rest of the Pack

“Trey, Your weekly bulletins offer great nuggets of information and helpful hints. I share them with my partners, who have actually utilized some of your suggestions. Like any good marketing plan, results will take time, but the seeds have been sowed and the follow up will be crucial. Your ideas about discussion of fees, presentation of introductory information on the firm and the individual attorney really help to differentiate aggressive (and progressive) lawyers from the rest of the pack. Thanks for your newsletter.”

Stephen P. Leara; Wallace, Jordan, Ratliff & Brandt, LLC; Birmingham, Alabama

100% Response From Seminar Attendees

“I have used Trey Ryder to help market my services for the last six months. His suggestions regarding ways to use my knowledge and information to ‘bring’ clients to me has been extremely effective. For example, using material and handouts at a seminar which Trey and I worked on in advance to put my best foot forward, I received business from 100% of the attendees. Even though it was a small group of only six people, those kind of results are as good as it gets.”

Everett Mechem, Attorney at Law; Marietta, Georgia

I Have Implemented Trey’s Innovative Ideas Quite Successfully

“I have found Trey’s ideas to be innovative and I have implemented some quite successfully. Keep up the good work.” **Evans J. Carter, Esq; Framingham, Massachusetts**

Trey Features Specific HOW-TO articles – the Best Information of All!

“Trey, Thank you SO much for your great newsletter. The marketing tips are top-notch – they are relevant, to-the-point, and feature specific HOW-TO articles ... which is the best information of all!” **Brett Dreyfus, Attorney at Law; Meridian Township, Michigan**

Here in Brazil the Marketing for Lawyers is a Little Different Than What is Allowed in the United States, So Your “education-based marketing” Is Perfect For Me

“Hello Trey – My name is Marcelo I’m a lawyer in Brazil. I’m new, I’m early in my career. I opened an office alone at a little over a year. Then recently discovered your site and am following your tips. I’m sending you this email to give a testimony of how your tips have helped me. I have created a newsletter and I’m getting contacts from potential customers.

“I found it very nice of you to offer a vast free stuff. For young lawyers, who still do not have many resources to invest in marketing. Here in Brazil the marketing for lawyers is a little different than what is allowed in the United States, so your “education-based marketing” is perfect for me.

“I would like to translate a newsletter in English to refer you especially. Maybe, if you like we can make connections. My specialty is real estate law. I work looking for homes that are being sold at auction to pay off pending debt. The prices are far below the market value.

“I hope you accept my receiving a newsletter, so you better understood my work and see how I’m using your excellent tips.” **Att. Marcelo L. Parahyba, Lawyer; Rio de Janeiro, Brazil**

Trey’s Ideas Work Even for Firms With Small Marketing Budgets

“I have been a subscriber to your email list for only a few weeks now, but can tell you that the information I have received has been very helpful. We are a fairly young firm and our budget for marketing isn’t that large, but your ideas even work for a firm such as ours. Keep up the great work!” **Milton W. Colegrove Jr., Attorney at Law; McCreary & Associates; Frisco, Texas**

Trey’s Materials are Guideposts for Our Marketing Program

“Dear Trey: I find your marketing materials to be very informative. I have saved many of them as good guideposts for our marketing program. I’m sure your personal assistance would provide still more practical and tailored guidance.”

John A. Cook; Cook, Goetz, Rogers & Lukey, PC; Bloomfield Hills, Michigan

Trey’s Newsletter Helps Older Lawyers Learn New Techniques

“I have been privileged to receive Trey Ryder’s marketing newsletter for the last two years. Being interested in marketing for lawyers for most of my professional life, I find Trey’s letter to

be extremely informative and a useful tool for teaching young lawyers but also as a reminder to older lawyers that we can still learn new techniques.”

Sherwin P. Simmons, PA; Steel Hector & Davis LLP; Miami, Florida

Trey’s Tips Have Been Incredibly Creative and Useful

“Trey, We are a small firm located in Woodland Hills, California. Your marketing tips have been incredibly creative and useful. While we had already previously started some marketing ideas of our own, after receiving, reading and reviewing your marketing methods, it has expanded our opportunities extensively. Thank you for sharing your knowledge and expertise.”

Barbara Vispi, Office Mgr, Law Offices of Eugene W. Comroe; Woodland Hills, California

As a 20-Year Advertiser, I Discovered How Little I Knew

“Dear Mr. Ryder: As a high volume trial attorney with 20 years of advertising experience, I thought I knew everything there was to know about marketing legal services. It was not until I began reading Trey Ryder’s Marketing Alert that I discovered how little I really knew. Virtually every newsletter contains at least one gem that the marketing attorney can immediately implement. Some of the publications, such as ‘21 Secrets That Increase Response to Print Ads’ are worth saving forever. The easiest way to waste money in the practice of law is the undisciplined and indiscriminate use of ineffective advertising.... Using your advertising and marketing tips prevents this from happening.”

Vincent A. Lloyd, Attorney at Law; Fort Pierce, Florida

Pragmatic; I Have Recommended Your Marketing Tips to Others

“Trey, I find your newsletter to be very pragmatic and adaptable for a variety of styles. I would and have recommended your marketing tips to others.”

Gary Abrams, ED, Colorado Bar Association CLE; Denver, Colorado

Trey Ryder Stands Out for His Focus on Education-based Marketing

“In assisting law firms establish effective marketing strategies, Trey Ryder stands out for his focus on educated-based marketing. I admire Trey for his commitment to helping his clients by providing straightforward information that is easy to understand, access, and apply. Moreover, Trey does not play games and is honest with his clients when providing them with the help they need. When looking for ways to improve your marketing plan, Trey’s articles on his website will help you identify dignified approaches that best fit your firm’s goals. If you take a look at this material, you’ll have a chance to become more familiar with how his intentions and insight have led to successful results for his clients. You will also realize why his educational marketing programs continue to be sponsored by local and state bar associations nationwide.”

Susan L. Sipe, Sipe & Associates, Inc; Legal Internet Marketing Consultant; Pasadena, CA

Trey Provides Excellent Coverage of All the Marketing Platforms

“Trey Ryder’s focus on integrated, educational marketing makes his tips more valuable than many others in the marketplace. Not only does he provide readers with ideas about what to do, he also tells them why they should do it and how to do it correctly. He provides excellent coverage of all the marketing platforms and makes sure that readers understand that what they do across all the media can have a substantial positive effect on their businesses.”

Jay Silverman; Marketing Communications Consultant; Mechanicville, New York

I Use Trey’s Insights and Ideas as a Basis for Our Marketing Meetings

“I’ve been a subscriber to Trey Ryder’s marketing Alert for some time, and find his insights and

ideas simple, sensible and practical. I have shared them regularly with my partners and associates. I have even used them as a discussion base for our marketing strategic planning meetings. He not only gives good ideas, but also step by step methods for implementing them. He practices what he preaches – providing free information without strings. I look forward to the opportunity of working with him in the future.”

Frederick M. Luper; Luper Sheriff & Neidenthal; Columbus, Ohio

In 23 Years of Practice, I’ve Found No Better Discussion of the Topic

“Trey, your emails have been a great help to me. I have utilized your system of knowledge based marketing for years without fully realizing it, or at least being able to articulate it as well as you. I rarely market my services the way many lawyers do (joining service clubs, golf, dinners with clients, etc.), yet I have always originated a large volume of work. In many years, the largest volume of work in my firm. When asked how I did it, I’d oversimplify it and simply say ‘by doing good work’. While doing good work is certainly important, it is an incomplete answer and not very helpful to those who desire to make a significant contribution to the origination efforts of their firm. Your collective emails and your discussions of the principals of knowledge based marketing, however, represent a more complete and substantial discussion of the topic. I have practiced 23 years and have found none better. Good luck to you, and keep up the good work.”

Bill Hyland, Partner; Watterson, Hyland & Klett, PA; Palm Beach Gardens, Florida

Trey Focuses My Attention on Marketing That Maintains Integrity

“Trey’s email messages have helped me focus my attention on the marketing that works best for my firm, and that maintains the integrity of the legal profession. I have placed a fee schedule on my website as a direct result of Trey’s advice.”

Mark Quandahl; Brumbaugh & Quandahl, PC; Omaha, Nebraska

Trey Ryder Helps Me Focus and Implement

“My practice consumes so much of my energy and mental focus, I don’t have much left for development of my practice. Trey Ryder helps me focus and implement. Without him, my resources were scattered, unfocused and unproductive. Since I started following his lead, my marketing efforts are more focused and produce tangible results. You can’t ask for more than that.”

Maurice Abarr, Attorney at Law; Santa Ana, California

Trey’s Articles Are Proven Ideas Distilled Down to Easy-to-Understand Concepts

“Hi Trey, We regularly mail a publication to about 500 lawyers and paralegals, and we’ve heard many times that one of their favorite features are Trey’s lawyer marketing articles. Trey’s marketing articles are proven ideas distilled down to easy to understand concepts tailored for lawyers, with the express purpose of showing lawyers how to make more money.”

Mike Caines, CEO, First Class, Inc., Class Action Mailing Services; Chicago, Illinois

Trey’s Formula Makes Marketing Enjoyable, Fits Our Lawyers’ Personality

“Trey’s materials, newsletters and tapes have proved invaluable as my division has planned its marketing efforts. His knowledge and experience have helped us avoid costly mistakes and allowed us to focus our time and effort on procedures that are proven. His formula also fits the personality and talents of our attorneys, which actually makes the marketing process somewhat enjoyable and less of a mystery.”

Steven P. Watten, Partner; Strasburger & Price LLP; Dallas, Texas

Many of Trey's Articles Make Their Way Into Our Marketing Committee Meetings

"Trey – I often pass your tips on to my attorneys, especially the younger associates who are always looking for ways to improve their marketing skills. Many of your articles make their way into our Marketing Committee meetings. I particularly like your common-sense approach." **Joy R. Christman, Administrator; Jaffe, Friedman, Schuman, Sciolla, Nemeroff & Applebaum, P.C.; Elkins Park, Pennsylvania**

Professionally Comfortable With Approach; Produces Tremendous Results

"Trey, Thank you for all the assistance you have given me in promoting and developing my estate planning practice. Your work is professional and timely. You have helped me to attract the very kind of clients I was seeking by teaching me the values of education-based marketing. I feel comfortable professionally with this approach, and evidently my new clients do as well, judging by the number of new clients I now have. Your attention to detail in attracting and keeping clients continues to produce tremendous results. I thank you and commend you."

Anne Page Watson, Attorney at Law; Durham, North Carolina

Teaches Lawyers How to Successfully Market With Discrimination and Tastefulness

"Through Trey Ryder's tips, I have learned how to send a free informational family law ezine to 3800 of our 4600 area lawyers and how to effectively revamp my firm's web site. His informational marketing concepts offer a wonderful education to attorneys on how to successfully market themselves with discrimination and tastefulness. I look forward to his regular emails that are full of marketing ideas for my practice and lots of ideas for the future. Trey Ryder is a treasure." **Charles E. Hardy; Higdon, Hardy & Zuflacht LLP; San Antonio, Texas**

The Advice in Trey Ryder's Lawyer Marketing Alert is Priceless!

"The advice in Trey's Marketing Alert is priceless. He draws the useful tidbit out of the mass of information and then tells you how to make the best use of it. If you don't have time to fool around, Trey is one of the best." **Bruce A. Choy, Attorney at Law; Milpitas, California**

Trey's Tactics Help My Clients Know Hiring Me is a Wise Investment

"Dear Trey, I just wanted to write and tell you how much your advice has helped my solo practice. I have an estate planning practice and deal with clients who feel spending \$70 for a will is too much. By implementing some of your marketing tactics – specifically the approach to introducing amounts that they will save by having an estate plan and the comparative prices of other firms – I have been able to help clients understand that they are making a wise investment with my services. Thank you." **Charisma V. Buck, Attorney at Law; Provo, Utah**

Highly Useful Suggestions

"Trey, I'm a lawyer practicing in Singapore. Just wanted you to know that I think you're doing excellent work for lawyers everywhere. A million thanks for the highly useful and thought provoking suggestions. Keep it up. Regards."

Gulab Sobhraj; Sobhraj & Company; Singapore

I Always Review Trey's Message Immediately Upon Receipt

"Every week, I look forward to receiving your message. I always review it immediately upon receipt and then I make sure that every lawyer in the office and my office manager read it as well. Your advice has been very helpful to us and we appreciate the time that you spend."

Peter Bennett, The Bennett Law Firm, P.A., Labor Relations and Employment Law, Representing Management; Portland, Maine

Trey Provides Information Lawyers Need and Understand

“Trey Ryder’s marketing newsletter contains the sort of practical, useful and concise information lawyers need and understand.”

Barry S. Marks, Attorney at Law; Berkowitz Lefkovits Isom & Kushner; Birmingham, AL

Trey’s Advice Works, and it is Easy to Understand and Implement

“Trey Ryder’s marketing methods have been adopted by our law firm for the past several years. I am convinced that his education-based marketing suggestions have contributed to our firm’s growth, both in retention of existing clients, and in obtaining of new ones. Trey’s advice works, and it is easy to understand and implement.”

Randy T. Slovin, Esq.; Mason, Slovin & Schilling Co., LPA; Cincinnati, Ohio

I Go Back to Trey’s Website to Make Sure I Haven’t Made Any Marketing Mistakes

“Your website is terrific and I look forward to receiving your marketing alerts. They always bring me back to the basics of marketing which can so easily get lost when I am working on an individual marketing project. Now, after I do the project, I go back to your website and the updates to make sure I haven’t committed any marketing errors.”

Gerald D. Siegel, Esq.; Plainsboro, New Jersey

Trey’s Tips are Simple, Insightful, Easy to Implement and – Best of All – Effective!

“I am a solo practitioner who has practiced law for nearly 30 years . . . and I’ve sure wasted a lot of time and money marketing my practice. About a year ago, I became aware of Trey Ryder through his online publication. Trey’s tips are simple, insightful, easy to implement and, best of all, effective. The wealth of information that Trey readily shares can easily be equated to increased profitability in law firms, regardless of size.”

Joel M. Cohen, Attorney at Law; Pensacola, Florida

Trey, I Read Your Emails and Comments With Great Interest

“Trey, I am in the process of leaving one small partnership and about to start up with a new partner. We did little-to-no marketing of my first firm and I don’t plan to make the same mistake twice. I read your emails and comments with great interest and plan to implement some of your ideas. Thanks for the great web site.”

Donald Smith, Attorney at Law; Long Island, New York

All Your Newsletters Have Useful Information That I Can Begin Using Right Now

“I read every newsletter that you send out. They all have useful information that I can begin using right now in my practice. Sometimes the information just reinforces what I already know (then I know I am on the right track), but usually there are additional bits of information that I had not thought about that help me plan better on how to improve the way I operate my practice. Thank you for all you do.” **Ray Harris Adams, Lawyer, Former Judge & Mediator; San Antonio, TX**

Trey Ryder’s Tips Are as Essential as My Daily Calendar

“Sensible, succinct and straightforward! Trey Ryder’s marketing method and tips are as essential as my daily calendar. Just identifying the things we overlook in dealing with our clients has helped us be more attentive to *all* their needs and has made us focus on the little things we often take for granted. I heartily recommend Trey’s method – and his wisdom.” **Steven J. Carras, Esq.; Legal Marketing Consultant; Of Counsel – Hunziker, Jones, et al; Wayne, NJ**

I Market With Education Because It's the Right Thing To Do and Because It Works!

“Trey Ryder has it just right. His educational marketing ideas are based on ancient principles of cultivation... giving prospects what they can rely on, not just another sales pitch. His education plan promotes trust, the foundation and building blocks of all sales. I use it in my practice because it's the right thing to do and because it works!”

Robert Ianelli, Attorney at Law; Fishkill, New York

Trey is the Most Creative Legal Marketing Consultant

“Trey Ryder is the most creative legal marketing consultant I've dealt with in 15 years. He has helped me develop a successful and dignified marketing plan.”

Charles M. Campo, Jr; Campo Anderson, LLP; Boston, Massachusetts

I Am a Big Fan of Trey Ryder's No-nonsense Approach to Legal Marketing

“I am a big fan of Trey Ryder's no-nonsense approach to legal marketing. Anyone interested in improving their marketing techniques will find Trey's materials very helpful.”

Jim Slaughter, Attorney at Law; Newport Beach, California

WOW! What a Terrific Wealth of Knowledge You Have

“WOW! What a terrific wealth of knowledge you have. I am impressed with your analysis. Since your advice is brilliant I agree with it. As an aside, most estate planners try to scare people into action. I think I came across your material in the American Bar Association. Since then I have tried to educate people about the benefits of estate planning. I am a disciple. Thanks for your insights.” **Ed Olkovich, Lawyer; Toronto, Ontario**

Proposals Directly on Point

“Trey Ryder's education-based marketing approach provides timely and concise marketing tools for the current challenges in professional attorney marketing. His proposals are directly on point for the business of lawyering in today's competitive arena.”

Brian Rosenthal, Attorney at Law; Little Rock, Arkansas

I Poo-pooed Trey's Suggestions Until Recently. The Response Has Been Amazing

“Trey, I poo-pooed your (constant!) suggestions about putting together an informational packet until I finally just did. It was nothing overly jazzy: a short bio, a general article on criminal defense cases, a copy of our firm brochure with a business card, copies of a few articles I'd written on criminal cases for a local weekly and a collage of headlines of some big cases I'd handled. The response has been amazing. Everyone I give them to really appreciates the information. I think I am the only lawyer in the state of Maine that does anything like this. I recently received a note back (along with a large retainer) from a prospective client that said it all: ‘Your references and materials give me the confidence that you will prove to be the best possible professional I could choose to advise and defend me in this matter.’ Jeez! Trey, I appreciate your fine work and suggestions and regularly send them around to anyone I think might be interested. All my best.”

Walter F. McKee, Attorney at Law; Lipman & Katz, PA; Augusta, Maine

I Always Look Forward to Trey's Weekly Suggestions

“Trey Ryder has consistently produced the best marketing ideas for attorneys that I have seen. I always look forward to his weekly suggestions.”

Garland W. Binns, Jr., Attorney at Law; Little Rock, Arkansas

Trey's Pearls of Wisdom Keep Me Coming Back

“About half of what Trey says is really basic – but hearing it again in small sound bites makes it easy to digest and to incorporate into my daily work. Plus, there are some pearls of wisdom that keep me coming back to his emails and website. Thanks!”

Lewis Horowitz, Partner; Lane Powell Spears Lubersky LLP; Portland, Oregon

I Have Found Education-Based Marketing to be Highly Effective with Physician Groups

“I work with large physician groups and entrepreneurs to structure and operate their business entities for maximum profit and minimum liability. My practice specialties are healthcare and corporate law. I have found your technique of education-based marketing to be highly effective with my target audience.”

Mark F. Weiss, Advisory Law Group, P.C.; Los Angeles, California

Trey's Marketing Alerts and Articles Are Extremely Thought Provoking and Helpful

“As a new attorney, joining my father in a small practice, I have found Trey Ryder's marketing alerts and articles to be extremely thought provoking and helpful. I started getting interested in the marketing aspect of the practice of law during law school. I found that Trey's materials were a wonderful springboard to continue my interest. As I continue to share Trey's ideas with my father/partner in the practice of law, I fully expect to see our practice grow. Thank you so much.”

Carol Cornelison, Esq, Attorney at Law; Warminster, Pennsylvania

Trey's Suggestions are Creative, Unique and Useful

“Trey, Your lawyer marketing alerts are terrific! I have found your suggestions to be creative, unique, and useful – definitely not a rehash of the typical marketing advice lawyers get. I have told my colleagues about your alerts, and several have subscribed. Thanks so much!”

Cynthia Calvert, Attorney at Law; Ellicott City, Maryland

Trey, I Heard You at a Tucson Seminar. What You Said Made Sense Then, and Still Does.

“Trey, Education-based marketing has certainly worked for me. And the primary reason is that I'm really awful at the traditional methods of selling. (I'm not a gregarious glad-hander, but I am a pretty good computer geek.) So, I had to find some other way of telling people about what I do, and how they might benefit. By the way, I heard you at a seminar in Tucson (Arizona Small Business Association at the Doubletree Hotel) in 1996 or 1997. What you said made a lot of sense then, and still does now.” **Martha Retallick; Western Sky Communications; Tucson, AZ**

Trey's Ideas Have Been Very Helpful in Developing a Marketing Strategy for My Firm

“I have enjoyed reading your ideas on marketing strategy and concepts. They have been very helpful for me in developing a marketing strategy for my firm. Although I like to think of myself as a good trial lawyer, my marketing and advertising knowledge leaves much to be desired. That's where you come in.”

Dan Cytryn, Esq., Board Certified Civil Trial Lawyer; Tamarac, Florida

I Highly Recommend That My Colleagues Read Trey's Invaluable Articles

“Trey, Each week, I look forward to reading your emails for practical and real life professional marketing advice. I have utilized your recommendations from developing a Website to tips on billing clients. In the fast-pace City (New York) in which I operate, I wish I had more time to thank you for each and every email I receive from you. I have highly recommended my colleagues (who are either starting, or entrenched in, their own practices) to read your invaluable articles.” **Rob H. Moses, Attorney at Law; New York, New York**

I Find Your Alerts Very Helpful With Suggestions About Marketing My Practice

“Trey: I very much enjoy reading your marketing alerts, and find them very helpful with suggestions about marketing my practice which is about 18 months old. I went out on my own after about 9 years of practicing. Your updates actually reaffirm the way I have always done business. If you do not share your knowledge with your potential clients, they have no idea whether you are reputable or not (unless they have a personal reference from another client). It is also important to share this knowledge with other lawyers who call you for advice in your practice area. Sharing the knowledge will reaffirm to them that you are the expert in that area, and these other lawyers will always refer those matters to you. Many of your updates have been helpful in this regard. I have enjoyed them, and hope to one day be in a position to retain you for services.” **Douglas L. Brooks, Douglas L. Brooks, P.C.; Atlanta, Georgia**

Should be Part of Every Lawyer’s Morning Reading

“Ryder provides a continual flow of helpful, common sense-but-wish-I’d-thought-of-that information concerning law office marketing that should be a part of every sole practitioner’s morning email reading. Aloha.” **Georgia McMillen, Attorney at Law; Wailuku Maui, Hawaii**

Trey’s Ideas are Timely

“I like your marketing alerts because they give us ideas and they seem to be timely with what we’re doing. Thank you for your hard work!”

Presh Killebrew; Miller & Martin LLP; Nashville, Tennessee

Our Law Firm Has Found Trey’s Newsletter and Articles Very Useful and Informative

“Trey, Our law firm has found your newsletter and marketing articles from the website very useful and informative. For example, your article ‘What is Education-Based Marketing’ was of help to our law firm in building around an educational message. We have a firm brochure which contains five of our practice areas and various tips for each practice area. Instead of giving that brochure to only the clients we sign up, we now include that brochure in the letters to clients that we cannot represent. In addition, we are in the process of uploading that same information to our website so it is readily accessible to people searching for information. Good luck with the publication of your book.”

Linda L. Zerby, Michael J. O’Connor & Associates, LLC; Frackville, Pennsylvania

Trey’s Alert is a Great Education as I Don’t Have Training in my Marketing Role

“Trey, I want to thank you for your lawyer marketing subscription service. It’s a great education for me as I don’t have the formal training/ education to back me in my current marketing role. Thank you!”

Mallan Kurian; Law Offices of Cyrus S. Nallaseth, PLLC; New York, New York

Trey’s Newsletters are an Invaluable Source of Tips and Suggestions

“As a new office manager of a small IP boutique, I am always looking for a way to expand our client base and to provide services for clients that set us apart from the rest. I have been reading Trey Ryder’s newsletters since I started at my current job and have found them to be an invaluable source of tips and suggestions. When I wrote to Trey personally asking his opinion, he responded within an hour with a lengthy email full of his thoughts. Trey just doesn’t give advice to others, he practices what he preaches. Trey walks the talk.”

Linda Stone, Law Office Manager

I Find Trey’s Email Advice Thought Provoking and Insightful

“Trey, I read your email advice regularly, and find it to be thought provoking and insightful. I

commend your use of the email advice program as a marketing tool. It puts what you preach into practice in a meaningful way. Best regards.”

Jim Vlasic, Partner; Sommers, Schwartz, Silver & Schwartz, PC; Southfield, Michigan

On My First Attempt, I Did in Fact Make the Front Page of the Business Section

“Trey, I took your telephone seminar (“You Made The Front Page!”) several weeks back and wanted to let you know that, following your advice and on my first attempt, I did in fact make the front page (or at least the front page of the Business section, which was my target). So, thank you for the seminar. I found it to be very informative and full of concrete tips to getting publicity and building one’s reputation as an expert. And I am also impressed that my first effort using your advice generated an article. I am going to continue my efforts and I’m confident that they’ll generate additional results for me. I am recommending your services and seminars to every attorney I know and on attorney marketing lists I participate on and hope that these efforts generate more clients for you. I just wanted to let you know that you have a very satisfied client out there. Thanks again.”

Bernard C. Dietz, Esq.; Law Office of Bernard C. Dietz, PC; Glen Allen, Virginia

Ryder’s Words of Wisdom Motivate Law Student

“Dear Mr. Ryder: Right off the bat, I want to say that I really enjoy the marketing advice you offer. I’m about nine months away from getting my law license, and I don’t know that I’d feel comfortable going straight into business for myself without your words of wisdom. When my firm is established, you’ll be the first person I call to help design a marketing program. Thanks again!” **Scott Whatcott, 3L, Georgetown University Law Center; Washington, DC**

Trey’s Articles Make Me Feel Inspired and Energized About Marketing

“As a Catholic priest/lawyer, I must say your stuff is so good and makes me feel so inspired and energized about marketing that you must in turn be inspired by the devil himself. I signed up to teach a course at a local college. Then I signed up to teach with our Vancouver chapter of the University of Phoenix too! And I’ve been marketing to the instructors in both institutions at events for the instructors sponsored by the institutions themselves! (My cost? Business cards and some time!) Can anything be better? Yes, now these guys are actually going to pay me to teach people about law (and incidentally – I get to be the expert on business law to groups of working adults for four to six weeks!) – and meet prospects in each class!”

Peter Kravchuke, Catholic Priest and Lawyer; Fort Langley, British Columbia

Learn Trey’s Methods

“I urge lawyers who want to attract new business to learn Trey’s methods.”

Sam Kelsall, Lawyer; Phoenix, Arizona

Excellent Ideas For Lawyers Promoting Themselves as Professional Members of the Bar

“I always look forward to Trey Ryder’s Marketing Reports for Lawyers. He always has excellent ideas for attorneys who want to promote themselves as professional members of the bar providing a valued service to their clients, as opposed to mere advertisers out to make a quick buck.”

Michael Bartnik, Attorney at Law; Auburn Hills, Michigan

Wow! At Last, a Thoughtful, Excellent Approach to Lawyer Marketing

“Mr. Ryder: Thanks for your prompt response to my request for your marketing information and materials. Wow! At last a thoughtful, excellent approach to lawyer marketing. After only a quick perusal my head is spinning with ideas. I am forwarding your email, with attachments and a link

to your website, to several of my colleagues (ones who do not practice in the areas of law I do <smile>). I'll certainly spread the word about your approach and your services whenever I can. Again, my thanks." **Richard V. Earl, Attorney at Law; Albuquerque, New Mexico**

Trey Offers Compelling and Tasteful Suggestions That Match Reality

"Successful litigators get cases resolved and always need another. Successful counselors train their clients not to be the counselor's next litigation client. New clients, therefore, are the lifeblood of the successful litigation firm with lawyers who successfully counsel. Trey Ryder offers compelling and tasteful suggestions on means for drawing new clients to a law firm that match, upon reflection, objective reality. His concise recommendations encourage prudent forward thinking, not retroactive regret." **Henry M. Quillian III, Partner; Fellows Johnson and La Briola, LLP, Trial Attorneys; Atlanta, Georgia**

Trey's Marketing Approach is Effective

"Trey, Thanks for all of your advice on marketing legal services. I have found you to be very helpful and informative. Your information based marketing approach is effective. Thanks again." **Joe Murphy, Attorney at Law; Philadelphia, Pennsylvania**

Trey's Advice is From the Client's Point of View – The Only View That Matters

"Trey's advice is always practical, to the point and comes at the things from the client's point of view – which is ultimately the only view that matters." **Bert M. Guy, Managing Partner; Tanner & Guin, LLC; Tuscaloosa, Alabama**

Practical Tips for Real Life Situations

"Trey, I found your web site a few months ago and what a find it was! The readings were well-written and more importantly, chock full of helpful advice. I also signed up for your Lawyer Marketing Alert, which I read religiously. The best part is that the Alerts are full of practical tips which are in no way abstract but find immediate application to real life situations. I've kept them in my mailbox and occasionally re-read them because I usually find more information the second time around." **JJ Disini, Attorney at Law; San Juan, Metro Manila, Philippines**

Marketing Pieces are Dignified and Effective

"Trey Ryder has gone where no one else has gone before. He has studied the special marketing needs of attorneys, in every area of practice. His education-based marketing is especially well tailored to the needs of attorneys, since attorneys have only in recent years been allowed to market their services at all. The public is not ready for the attorney as used car salesman. Trey's approach fits in well with traditional means by which attorneys become known, through education. He has prepared marketing pieces and given me advice very specific to my peculiar practice of collection law which have been dignified and effective. Don't use him. I do not need any more attorney competition."

Scott Michael Alexander, Attorney at Law; Skokie, Illinois (Chicago Area)

I Believe Strongly in the Value of Education-Based Marketing

"I believe strongly in the value of education-based marketing. I have always tried to do it without really understanding what it was. Anything that helps people understand what you do and why it's relevant to what they need will help you connect. If your marketing doesn't do that, you're wasting your time because prospective clients just see it as an attempt to 'sell' and they don't read/remember it." **Liz Greene, Law Offices of Elizabeth Greene; San Mateo, California**

Trey, I Read All of Your Articles and I Couldn't Agree With You More

“I read all of your articles and I couldn't agree with you more that education-based marketing (also known as lead generation marketing) is better than institutional (a/k/a image-based) advertising. The yellow pages and TV are simply too congested in large metropolitan areas with ads from PI lawyers and all saying the same thing!”

Robert D. Shapiro, Attorney at Law; Miami, Florida

I Have Implemented Several Ideas

“The Trey Ryder marketing newsletter has been very informative and helpful for me and our firm. I have implemented several ideas gleaned from the newsletter.”

Brad Chandler, Senior Partner; Chandler, Franklin & O'Bryan; Charlottesville, Virginia

Always Thought Provoking

“This is to advise that I am a regular recipient of Trey Ryder's marketing emails, and I always read these with great interest. They are always thought provoking, and although I must admit we have not implemented any major ideas, that is due more to our own inefficiencies than the quality of the suggestions.” **John Beatty, Attorney at Law; Aspen, Colorado**

I Get More Useful Info From Trey Than Going to a Seminar

“Trey, I find your marketing ideas useful. I particularly like the fact they come by email so that I can quickly scan and print if necessary. I get more useful info from your emails than I would taking off a day to go to a seminar. Regards.” **Ira Price, Ira B. Price, PA; Miami, Florida**

Trey's Article in the American Bar Association's Law Practice Quarterly Says Volumes

“Trey, I enjoyed reading your article, ‘The Only Marketing Plan You'll Ever Need’ in the June edition of Law Practice Quarterly (ABA). It was very insightful and very informative. I think that it says volumes about marketing a legal practice.”

Blake Chroman; Practice Development Institute, Inc.; Chicago, Illinois

Response to My Speaking Presentation Surprised Me

“Trey, I am an appellate lawyer. Last year I was invited to participate in a demonstration of oral argument at a seminar sponsored by the state bar. I was close to being overextended in my practice and the job of preparing was going to be onerous. I remembered your advice, though, and accepted the invitation. The payoff was doubly rewarding – enough calls afterward to surprise me and a rich experience to boot. Now I am working on an article for The Champion, a magazine published by the National Association of Criminal Defense Lawyers. And working nights on it, at that. Thank you!” **Michael Gross, Attorney at Law; St. Louis, Missouri**

Lawyer Advertising Must be Accurate

“Thank you for your help as an expert witness. Your strict insistence that attorney advertising be accurate and informative was most important.”

Peter J. Cahill; Thompson, Montgomery & Cahill; Globe, Arizona

Trey's Newspaper Column Addresses Issues for Attorneys No One Else Has Expressed

“Trey – Thanks for letting me run your column in my newspaper. I find it very informative, and your column addresses issues for attorneys that no one else in the San Antonio area has expressed. I have had many favorable comments on how interesting your column is, and how it not only relates to attorneys, but to any business practice in general. Keep up the good work, and keep those articles coming!”

Daryle Eaton, Editor; Daily Commercial Recorder; San Antonio, Texas

Trey Offers Sound Tips, Straightforward Advice

“Trey, I want to thank you for your straightforward advice and sound tips on marketing. I have found your newsletter helpful and easy to put to use. Keep up the great work!”

Sheryl S. Knudson, Attorney at Law; Castro Valley, California

Concepts are Practical, Ethical

“Trey’s education-based marketing concepts provide a practical and useful way to attract clients to a professional practice while maintaining the high ethical standards I always wish to maintain.” **C. Glenn Stanford, Lawyer; Atlanta, Georgia**

Trey’s Marketing Ideas Are Creative and Their Effectiveness is Self-Evident

“I find Mr. Ryder’s marketing ideas to be creative, practical, and their effectiveness is often self-evident. I have not found the time to implement the formal plans but intend to. I think that a book compiling his ideas would be very successful.”

James W. Hill, Attorney at Law; Anchorage, Alaska

I Have Implemented Several of Trey’s Marketing Tips With Outstanding Results

“I have just completed reading your articles 15 Business Card Sins Lawyers Commit, How To Market Other Practice Areas Within Your Firm, and Trey Ryder’s Law-Marketing Briefs. As always, I found the articles to be insightful and well-written. They also contained useful practice nuggets that can be easily applied to my practice. Once again, thank you and congratulations for a job well done. I eagerly look forward to each installment of your Lawyer Marketing Alert. Since subscribing to your newsletter two years ago, I have implemented several of your marketing tips with outstanding results.” **Bruce A. Blitman, Esq.; Attorney at Law and Certified Mediator; Pembroke Pines, Florida**

Injury Seminars Generated Clients

“40% of attendees at my injury seminars became clients.” **Gil Shaw, Lawyer; Phoenix, Arizona**

A Fan of Trey’s for Years. We Continue to Get Lots of New Clients From Our Newsletter

“Our firm has been a fan of yours for a few years now and we look forward to every issue of your newsletter. We built our huge email list painfully and tediously by narrowly targeting our recipients to be just the firms we would like to serve. We have very few opt-outs and people tell us our articles are useful and that they frequently pass them along to colleagues. Best of all we continue to get lots of new clients from this source.”

Laura Vestanen, Law Office Manager; Berkeley, California

Trey’s Marketing Alert is Thoughtful, Interesting and Useful

“Dear Trey, I have been reading and using your marketing reports for the past couple of years. I have found them to be thoughtful, interesting and useful. In fact, I usually print a copy to circulate to the other lawyers in the office. Keep up the good work.”

Ira Coldren, Attorney at Law; Uniontown, Pennsylvania

I Have Used Many of Trey’s Ideas With Excellent Results

“Trey, I would like to thank you for the Email alerts which you send me on a regular basis. Unlike many, yours are to the point and make for easy reading. Also sending them in free text helps. I have used many of your ideas with excellent results. Regards.”

Marvin Winthrop, Marketing Consultant for Lawyers; London, England

Trey's Methods are Absolutely Ethical and Dignified

“After years of working with marketing professionals on behalf of two different law firms, Trey Ryder is at the top of my list. He emphasizes methods that are imminently practical, and they get results. Even better, his advice and methods are absolutely ethical and dignified. I recommend him to any attorney who wants to build a dynamic legal practice.”

James E. Wren; Williams, Squires & Wren, LLP; Waco, Texas

Trey's Suggestions are Thoughtful and Organized, Practical and Helpful

“Trey Ryder sends me his marketing letter on a regular basis, and I now know to read it on a regular basis. His suggestions are thoughtful and organized, practical and helpful. I have used some of his ideas in the area of client retention, and I believe they are effective.”

Roger E. Michener, Attorney at Law; Albuquerque, New Mexico

Education Lends Credence and Respectability to My Practice

“Trey, I always try to educate my clients, not sell them my services. Once they are educated, they know they need my services. But, my marketing message is directed at educating and helping the public, so it lends credence and respectability to my practice.”

Edward Adamsky, Adamsky Law Offices; Tyngsboro, MA and Pelham, NH

We Posted Trey's Articles on Our Internet Portal for Lawyers

“Trey: In Europe, lawyers traditionally do not do any kind of marketing. Until recently, publicity was forbidden in the countries where we work, Spain and Belgium. Then, when we realized we need to make a strong effort in marketing, we didn't find concrete information about 'how to' do it, especially in the law sector. We started to broaden our knowledge about marketing for lawyers from reading your articles. This is specially true as we selected some of them to put in our web page, at www.euaffairs.com, our Portal and Magazine for lawyers and accountants with interest in the European Union. Thanks for all your help.”

Salvador Trinxet; JPA International Affairs Consultancy; Brussels, Belgium

Trey's Articles are Very Helpful

“Trey, I find your articles very helpful in order to remain up to date with the latest information and tips for this changing profession. Regards.”

Laura Canudas, Attorney at Law; Barcelona, Spain

Marketing Alert Confirms Strategies

“Trey, Your Lawyer Marketing Alert has been extremely useful in our new practice. Our biggest concern with the new practice was effective marketing. We were concerned about 'getting our names out there' while still maintaining a professional image. We annotate the alerts with our own comments and pass them along in the firm for feedback. It's been great for initiating dialogue about new ideas as well as confirming some of our own marketing strategies.”

Kelly A. Phillips, Esq; The Erb Law Firm, PC; Philadelphia, Pennsylvania

I Read Your Marketing Materials Several Times

“Trey: I found your marketing materials are very helpful. I read it several times. That is good information.” **Jennifer Huang, Esq.; Tucson, Arizona**

I Credit Trey's Newsletter With the Significant Expansion of My Practice

“Greetings Trey: I love your service. I credit your wonderful newsletter with the significant expansion of my practice that resulted in me becoming an independent associate (generating all

my own work) to a partner at my new firm, which specializes in corporate/commercial and securities matters for the high-tech sector.”

Chris Moser, TingleMerrett LLP, Calgary, Alberta

Trey Offers Practical, Real-World Advice

“Trey Ryder’s marketing tips for lawyers offers practical, real-world advice on attracting and keeping clients. Theoretical marketing speak is not part of the program.”

David H. Bradley; Touchstone Bernays; Dallas, Texas

I Have Found Much Useful Material on Trey’s Website and Weekly Emails

“Trey, Although there are obvious differences between the legal systems of my country, I have found much useful material on your website and regular weekly emails. Education-based marketing works particularly well in a country with a divided profession in which one branch acts only on referrals from persons with some training and experience of the law. It is not always possible to do justice to your emails but I am always glad when I do. I have made use of several suggestions from you and indeed some of your other correspondents.”

John Lambert, Barrister, Mediator Arbitrator; Manchester, England

Trey Opened the Floodgates With New Inquiries

“Trey, You certainly know how to turn on the floodgates! After using only one of your marketing ideas in an article for a legal publication, I have had attorneys call me from as far afield as New Jersey, New Hampshire, Idaho and Texas. At the moment, I am buried in requests for information about our services. None of this would have been possible without your help. Thank you for sharing your marketing ‘know-how’ and for getting such great results.”

Patsy Bakunin; Co-Counsel, Credentialed Attorneys for Projects; Phoenix, Arizona

Trey’s Letter Should Be Required Reading For Any Lawyer Looking to Build a Practice

“Trey Ryder’s information is right on. It is insightful and valuable. He helps you develop materials and strategies that get results. One example, how often you need to contact a client. This has helped greatly in our client retention and led to other referrals. His letter should be mandatory reading for any lawyer looking to build and maintain a practice.”

Daniel J. Brustkern, Lawyer; Austin, Texas

I Get at Least One Marketing Idea From Every Issue

“I have been receiving Trey Ryder’s Lawyer Marketing Alert for several months. In every issue there has been at least one marketing idea that I found useful to my practice.”

Dan Gordon, Lawyer; Huntington, Indiana

Trey’s Insights are a Valuable Tool; I’ll Be First in Line to Buy His Book

“For the past year I have received Trey Ryder’s Marketing Newsletter via email. Quite frankly, the weekly email serves two very important purposes for me: first, it provides me with professional advice concerning marketing my practice; second, it reminds me that I must market to live. I have implemented a number of the ideas from the newsletters, particularly the concepts of focusing my marketing message on what makes my firm different. Trey’s insights are a valuable tool and I, for one, would be first in line to purchase a book, in which he sets forth his programs.” **Andrew S. Kessler, Esq; Philadelphia, Pennsylvania**

Trey’s Seminar “You Made The Front Page!” Provided an Insightful New Approach

“My first encounter with Trey Ryder was participating in his teleseminar, “You Made The Front Page!, Introducing Education-Based Publicity”. This seminar provided an insightful new

approach to addressing public relations opportunities. The discussions and hand-out materials available for the teleseminar were very helpful and used towards creating and tailoring my firm's own education-based marketing communications initiatives. After participating in the teleseminar, I immediately signed-up and eagerly awaited for the arrival of *Trey Ryder's Lawyer Marketing Alert*. Trey Ryder's contribution to legal marketing has truly elevated the ways in which I approach new marketing communications initiatives at my firm."

Elizabeth A. Butcher; Robinson & Cole, LLP; Hartford, Connecticut

Trey's Approach Works Great for Me and My Prospects; I Hate Pushy Salesmen

"I highly recommend Trey's teaching approach. I have found his concept of Education-Based Marketing to be extremely successful. I first heard of Trey when I was just starting my business, and his materials and ideas were very significant in helping me structure my approach to marketing in a manner that did not scare folks away but allowed them to feel comfortable accepting the information I had for them. It put me at more ease in being able to talk to people. I've never been much of a salesman, and simply don't like trying to sell somebody something they don't want. Trey's approach works great for me and my prospects. Thanks, Trey!"

Judy R. McClary, RN, PhD, CLNC; Legal Nurse Consulting Services; Chesapeake, VA

Trey Demonstrates Common Sense and Insight

"Over the months I have been receiving Trey's marketing alert, there have been endless ideas I have been able to utilize. Although I am a marketing professional 'down under' in New Zealand, the common sense and insight Trey demonstrates have been perfectly applicable."

Elsbeth Mowatt, Law Firm Marketing Consultant; Auckland, New Zealand

Highest Recommendations for Trey's Services

"I'm pleased to offer my highest recommendations regarding the services of Trey Ryder. His results were highly professional and most effective. Trey is personable, professional, motivated, and he is truly interested in my success. Over the past several months, I have come to regard Trey as a friend." **David B. Stocker, Lawyer; Phoenix, Arizona**

Trey's Tips Helped My Partner, Who Was Reluctant to Market, See the Light

"Trey: I have found your materials particularly helpful in two ways: First, you offer several different types of tips, not a one size fits all. Second, you present them in such a reasonable manner that one of my partners who was very reluctant to 'market' saw the light."

Allen Sparkman, Attorney at Law; Sparkman Shaffer Perlick LLP; Boulder & Denver, CO

Trey Ryder Should Be Considered THE Primary Source For Law Marketing Information

"Trey Ryder should be considered THE primary source for marketing information for lawyers and their firms, especially as applied to the growing band of solo practitioners because of the low capital required to implement Trey's strategies. Not only does Trey provide tremendous information allowing attorneys to market themselves and their firms in a dignified manner without looking 'sleazy' or like 'car salesmen', but the information comes at an incredible price! The weekly newsletter is packed with great info. And it's free! That shows that Trey is not only trying to build his business, but also trying, equally as hard, to get good information and anecdotes out there that attorneys can implement without Trey's asking for anything in return. In short, he cares about his customers. I highly recommend his products, newsletter and his wisdom. Thanks Trey!" **Trey Anderson, Attorney at Law; Jacksonville, Florida**

Trey's Newsletter is Always Helpful and Always Pertinent to Real Issues

“I have been a subscriber to Trey's email newsletter for several years. It is always helpful and always pertinent to the real issues a practicing lawyer encounters. I think his thoughts and approach will benefit any who take the time to review his approach.”

Steve Karcher, Attorney at Law; Bakersfield, California

Trey's Marketing Materials Are Very Useful for My Practice

“Dear Trey: Your marketing materials are very useful for my practice and your advice contributed to a better approach of the potential and current clients. Moreover, I started to instruct my team based on your marketing materials in order to apply your strategy.”

Marius Rimboaca, Attorney at Law; IBS Consulting Group; Bucharest, Romania

We Have Incorporated Many of Trey's Tips Into Our Attorney Training Program

“Trey Ryder's marketing newsletter has been a great resource for my firm of 80 lawyers. We have incorporated many of his tips into our attorney training program and often distribute his articles firm wide to inspire motivation and to offer practical advice in business development.”

Erika Bird; McLane, Graf, Raulerson & Middleton, P.A.; Manchester, Portsmouth and Concord, New Hampshire

As We Conducted Our Research, We Came Across Trey Ryder. What a Lucky Find!

“We're a branding consultancy called Snog The Agency based in Soho in London. Earlier this year we started working with a firm of solicitors who were looking to give their brand a complete make-over. Although we're branding experts, and one of the Directors is in fact a Barrister, this sector was relatively uncharted territory. As we were conducting our research and doing our homework we came across Trey Ryder. What a lucky find! His top tips were invaluable and we were able to get up to speed in record time thanks to Trey. The project is almost complete. The Client is delighted. We're now going for this sector big time and hope to share some insights into the UK market with Trey, as we're now e-pals!” **Hela Wozniak-Kay, Managing Director; Snog The Agency, Branding With a Twist; London, England**

Trey's Material is Always Insightful, Creative, Pragmatic

“Excluding messages from clients, I can count on one hand the sources of email messages that I will open and read immediately. Only one of those sources will I, almost without exception, print the message and file the hard copy for future references. Trey Ryder's marketing material is always insightful and creative, and yet very pragmatic in application. Thanks!”

Joseph C. Benton, Esq; Slone & Benton, PSC; Lexington, Kentucky

Trey Taught Me Marketing is an Investment in my Professional Future

“Trey, Your listserv has taught me how to look for user friendly reasons to market and how to view the marketing process as an investment in my professional future, rather than an unpleasant task that must be performed. I found your recent article on law day especially useful and it prompted me to sponsor an essay contest at the local grade school in my town, which I plan to have as an annual event.”

Leigh-Ann Patterson, Partner; Nixon Peabody; Boston, Massachusetts

Since Contacting Trey, Terrific Results for Our Firm

“Trey, Since I contacted you and learned how to market for lawyers, it is very terrific for our firm. We never know before that marketing is quite important for this area. In the past, we just waited for clients come to see us and from referrer. But now we walk in and say, ‘Why don't you

use our service, sir?’ Then we explain how our practice is an advantage for them, and listen to them tell us what they need and want. We feel that this way helps clients to solve problems. Moreover, they feel we are like a friend, not lawyer. Thanks a million for your marketing ideas.”
Ittipong Suwanwong, Thepparit Thansa-ad, Partner; Tri Law Consultants; Huay Kwang, Bangkok, Thailand

Trey Shot Down Myths About Handling Clients

“Trey, Just to let you know that your articles have shot down a few myths I had about handling clients. Thanks.” **Jessica Fernandez, Attorney at Law; Philippines**

Inquiries From Prospects Demonstrate That Trey’s Technique Works

“I have used Trey’s services and am please with the quality of his work. I signed on originally because it made sense to develop materials that caused potential clients to come to me for more explanation. Trey has been most helpful in preparing brochures, form letters, in choosing stationery and advertising materials. While we have not yet fully developed the program we want to have, we have received enough return inquiries from the materials Trey helped develop to demonstrate that his technique works.”

Jesse R. Bacalis; Bacalis & Associates, PC; Detroit, Michigan

Marketing Alert is Very Helpful in My Practice

“Trey: Your newsletter contains great advice! I have found it to be very helpful in my practice. Receiving it by email is convenient; and receiving it on a regular basis lets me know that I will constantly have new ideas coming in. Thank you.”

Joe Hassinger; Usry & Weeks; Metairie, Louisiana

Years Ago I Would Have Killed for Trey’s Sage Advice, Rather Than Making Mistakes

“Trey – I love your newsletter and emails – I look forward to them always. Way back when, when I was a young whippersnapper, I would have killed to be able to have your sage advice, instead of making all of those mistakes on my own! Thanks again for a great, great service!!!”

Ben J. Zander, Attorney At Law; Mount Holly, New Jersey

Trey’s Advice is Down to Earth, Concise and Valuable – Better Yet, It Works!

“Trey, I not only enjoy receiving my Lawyer Marketing Alert, I have come to rely on it! There is never something in the Alert I cannot, or should not, be using to make my practice better and more profitable. The advice is down to earth, concise and valuable...better yet, it works! Thank you for providing such a valuable resource.”

Mick McGuire, Attorney at Law; Long Beach, California

I Got Thank-You Notes From Clients! (Which is Unusual)

“Dear Trey, I had been going to write you about the results of my implementing one of your suggestions for instilling client loyalty. I sent out a mailing to clients (old and new) recently with ten one-cent stamps and a revised letter similar to your suggested one. I haven’t gotten any specific repeat business yet, but I did get a couple thank you notes from clients! (which is unusual) and a comment from one whom I happened to run into at the library about what a clever idea it was. So at least they think I’m clever and thoughtful. It was a simple thing to do and an easy way to find an ‘excuse’ to contact clients. It also helped me track down a couple who had moved. I enjoy reading your email newsletter to see what other ideas I can incorporate into my practice. Thanks!” **Susan K. Garrison, Esq; Garrison Law Offices; Media, Pennsylvania**

I Recommend Trey Without Reservation

“Trey’s strategies and methods are appropriate and well targeted toward the needs of attorneys while being greatly respectful of clients. I recommend Trey without reservation for his expertise in marketing.” **David L. Forsyth, LL.M; Mesa, Arizona**

Trey’s Advice is an Asset to the Unique World of Legal Marketing

“In my new position as office manager, I have taken on many roles, including marketing for our new firm. I’ve found Trey Ryder’s Lawyer Marketing Alert especially helpful in that area. His tips make sense and therefore I have applied them to some of our marketing techniques. I recently took a law office management class and much of what we were taught about marketing, I had already learned through Mr. Ryder’s informative newsletter. He also provided me with a personal telephone consultation which truly assisted me as I initiated my new marketing responsibility. I always look forward to the next issue of Mr. Ryder’s Lawyer Marketing Alert to see what innovative ideas I can implement, as well as determine what might not be working for us. Mr. Ryder’s advice is an asset to the legal marketing world, which is unlike marketing for any other service.” **Barbara Ann Lezak; Cramer & Alissi, LLC; Hartford, Connecticut**

Trey’s Experience Makes Him a Respected, Knowledgeable Source

“I have found the newsletter Trey Ryder publishes to be very helpful because it directly addresses legal marketing issues that I am dealing with in my firm. His experience working with attorneys and his business background make him a respected and knowledgeable source. I feel confident passing along his ideas and marketing methods to our attorneys. I would recommend Trey Ryder to my colleagues and look forward to his future publications.”

Carol H. Meyer, Marketing Manager; Baker & Hostetler LLP; Columbus, Ohio

Trey’s Timely and Incisive Articles Have Proven to be a Valuable Tool

“Trey: Wolfe, Jones and Boswell is a seven lawyer firm located in Huntsville, Alabama. Not having the marketing budget of some of our larger brethren, yet with the need to get our message to potential clients, Trey Ryder’s timely and incisive articles on marketing legal services have proven to be a valuable tool for this firm. We have utilized much of his advice in producing firm brochures and developing a mailing list. We thank you for his help.”

Gary P. Wolfe; Wolfe, Jones & Boswell; Huntsville, Alabama

Vast Knowledge in this Specialized Field

“Trey, Your weekly Marketing Alerts have been extremely educational and helpful with the development of our marketing plan. I have looked to other areas and marketers for ideas, however, the legal field is specialized and cannot fit into the normal ‘mold’. Your insightful approach has given our Firm a basis for our development. What once seemed overwhelming is now an enjoyable part of my job. Thank you for sharing your vast knowledge in this specialized field.” **Wendy Wier; Shinnors & Cook, PC; Saginaw, Michigan**

As Trey Suggested, I Raised My Fees and Business is Falling Off of My Desk

“Trey, To promote by educating is slick. It’s fun. It’s direct. I write it once, and it continues to produce results over and over. It’s a bonus that adds value to the legal services I deliver, and is endlessly appreciated by my clients (and wanna-be clients). I’ve learned a great deal from your e-newsletters. Here’s an example: Right around the beginning of the year, you sent an e-newsletter recommending not to cut legal fees as a means of promotion, and advising that sometimes clients use the size of the fee as a short-hand way of determining the caliber of the attorney. I immediately raised my fees. No one cared. Business is falling off of my desk. Thanks!”

Cynthia Hale; Cynthia Hale, PC; Salt Lake City, Utah

Trey's Knowledge and Experience in Lawyer Marketing is Incredibly Extensive

“Trey, I have found your tips invaluable – not necessarily always for their content – but because they make me think about marketing on a weekly basis. I have implemented many of your ideas in a modified way. Just as an example, the Yellow Pages points you made in the last couple of months made tremendous sense to me. I have decided to forgo a major Yellow Pages ad in favour of small ads in the local weekly paper. I am currently working on creating a service list/price list for residential real estate – another of your ideas that is tremendously practical and I believe will generate interest. Little things, like your note on the importance of letterhead, made me rethink the true value of cost-saving measures. Your knowledge and experience in marketing for lawyers is incredibly extensive, but your ideas are practical and usually can be implemented without a huge cost. I will eagerly await your book.” **Donna Moore, Lawyer; Tilbury, Ontario, Canada**

Trey's Common Sense Approach is the Best Way to Attract Clients

“The corporate clients that I serve do not look for their lawyer in the Yellow Pages. Therefore, I have found that Trey Ryder's common sense approach and method of ‘information based’ marketing is the best way for me to establish new contacts and communicate the ways that my services can assist them. My firm has implemented a program that offers free monthly seminars to our existing clients and similar businesses, and we have found it to be a great way to promote our unique expertise. The seminar attendees regularly call us when they have questions, and it often turns into new business.”

Michael E. Gabel, Attorney at Law; Sirote & Permutt; Mobile, Alabama

You Keep Marketing ‘Top of Mind’

“Trey Ryder's Marketing Newsletter is just the type of communication that keeps marketing top of mind. Just by appearing each week, you are reminded to keep a focus on marketing.”

Anne Gallagher, Partner; Gallagher Lazarus & Co; Chicago, Illinois

Trey Empowered Our Law Firm With His Visionary Understanding

“Today, most successful law firms get there by design, not by accident. In order to become successful in practice development a true vision needs to be designed and carried out. Trey Ryder has empowered our law firm with his visionary understanding and educational tools to reinforce our practice development. He consistently provides the firm with valuable techniques for developing our practice in a professional and innovative manner. Trey's Lawyer Marketing Alert has a valued place on our shelf of educational resources. Active practice development has become easier by the methods he disseminates his marketing concepts. We have catalogued his meaningful articles for several years and have resorted to them routinely.”

Robin Delgado, Accident Law Offices of Philip DeBerard; Stuart, Florida

Highly Recommends Trey's Method

“I have trained marketing people across the country and highly recommend Trey's method everywhere. If you are interested in getting improved results, I would encourage you to invest some time and money with Trey. Trey works hard and meets deadlines with quality results.”

Dallas R. Demmitt, PhD, Psychologist; Gilbert, Arizona

I Have a Folder on My PC Labeled Trey Ryder

“Trey, I tell everyone I network with about your website, explaining that while you market to attorneys, anyone providing services can find great tips there. Personally, I have a folder on my PC labeled Trey Ryder where I keep all the great advice I've garnered from your website and newsletters. And, I don't just warehouse the information, I use it. Thank you for your great suggestions and recommendations.” **Michele Garrick Nave, Attorney at Law; Cleveland, OH**

Education-Based Marketing Changes Potential Clients to Paying Clients

“The message that we should use education-based marketing has been very helpful for me. I find that when I take the time on the phone or in the office to explain a particular area of law and to provide answers to potential clients, they change from potential clients to paying clients. Even when you have to tell them something they would prefer not to hear, they appreciate the candor and remember the service you provided. I have often heard an individual call me and say, ‘Thank you, you are the first attorney I called who took the time to explain this to me.’”

Jonathan Friedman; Friedman Associates, PA; Freehold, New Jersey

Trey’s Method Helped Us Reach More Clients with a Minimum Investment

“Trey’s method caused us to finally put general information into a user friendly form. This allowed us to reach out to more clients with a minimum investment in time but still provide quality information.” **Gina Darvas; Darvas, Chawla & Lappin; San Diego, California**

Article Really Makes Sense

“You do good stuff. The ‘tell me about yourself’ article really makes sense.”

Alan J. Steinberg JD, LL.M.; Creve Coeur, Missouri

No Other Firms Can Copy Our Unique Characteristics

“Trey, Thank you for your emails. My firm is the oldest active law firm in Oakland County Michigan. This fact was something that I wanted to exploit from the time I joined the firm approximately 7 years ago. At the time nothing was really being done to take advantage of this unique characteristic of this firm. What is outstanding about this attribute is that no other firm can copy this feature. We have yet to exploit this to its full potential; however, I am sure that other law firms have characteristics which are unique to them and which cannot be duplicated which, if properly utilized, would distinguish those law firms as well.”

Joseph F. Yamin; Beier Howlett, PC; Bloomfield Hills, Michigan

Each Week Trey’s Subject Relates to a Problem I Face

“I await Trey Ryder’s Lawyer Marketing Alert with great anticipation every week – and I am never disappointed. We are a smaller firm, 23 lawyers, which split from a larger firm in July 2000. Needless to say, marketing a new firm is a challenge. It is uncanny that each week Trey’s subject matter relates directly to something with which I am faced. ‘Small Gestures Mean a Lot to Clients, Increase Loyalty’ along with ‘Actively Market to Referral Sources’ are two of my most recent favorites and affect every attorney and staff member in our firm. I forwarded this one to everyone in the office! Thanks Trey for making my job easier – and making the attorneys for whom I work more aware of the importance of marketing in today’s legal profession.”

Katherine B. Hawkins, Director of Marketing; Christian & Small LLP; Birmingham, AL

Gaining Knowledge and New Clients at the Same Time

“The analysis paralysis-breaker !!! After reviewing your material and listening to your cassettes, I gained enough confidence to launch a series of seminars on my favorite subject : business divorce (splitting of partnership). I’m still learning on the art of holding such events, but at last, I am gaining practical knowledge and experience, and gaining new clients in the process. Thank you.” **Luc Audet, avocat; Mercier Leduc snc; Montréal, Québec, Canada**

Trey’s Suggestions are Excellent and Innovative

“Trey, Thank you for your excellent ideas and suggestions. They are most innovative. I only wish I could take advantage of more of them.” **Jay Willingham, Lawyer; Maitland, Florida**

Practical Suggestions Help Me Serve Existing and Former Clients

“Trey, Thank you for the litany of ideas provided in your lawyer marketing alerts. I have begun to incorporate many of your suggestions into an information-based marketing plan. Your practical suggestions not only attract prospective clients but also help me to better serve both existing and former clients. In addition to their effectiveness, the suggestions in the lawyer marketing alerts you regularly provide enable me to market in a dignified manner. For this, I am grateful.”

J. Timothy George, Attorney at Law; Erie, Pennsylvania

Great Advice

“Many thanks for your great advice.” **John David Ferrer, Lawyer; Framingham, MA**

Trey Has Certainly Provided a New Insight and Fresh Ideas

“Trey, While we are still at the planning stage of our new advertising, your ideas have certainly provided a new insight and fresh ideas. I certainly look forward to receiving your regular emails. Thank you.” **Steve Simon; Simon, Wener & Adler; Vancouver, British Columbia**

Really Enjoys Trey’s Marketing Alert

“Trey, I’ve been getting your Lawyer Marketing Alert for years now and really enjoy it!”
Curtis A. Linder; Managing Director; Salem Legal Staffing; Chicago, Illinois

When I Follow Trey’s Suggestions, I Am Always Rewarded

“I look forward to Trey Ryder’s marketing tips which are emailed to me and are always timely and relevant. Whenever I follow through on one of his suggestions, I am always rewarded. The best marketing tip I can give anyone is that they follow through on as many of his tips as they can.” **William J. Pinilis, Esq; Morristown, New Jersey**

Good Marketing is Key to Operating a Successful Law Practice

“Trey, I think you’re doing a great job. Most lawyers, unfortunately, just know how to be ‘lawyers’. But being a good attorney is only half the job; good marketing is the key to operating a successful law practice. Keep up the good work!”

Ray J. Bulaon, Lawyer; Woodland Hills, California

Trey’s Marketing Materials are Critical to My Firm’s Success

“As an attorney with a solo practice in Arlington, Massachusetts, I have found Trey Ryder’s marketing materials to be a critical ongoing component of my firm’s success. Even more importantly, these measures have helped me to attract and retain desirable clients that add directly to my bottom line. Since discovering Trey’s products some time ago, I have passed along his materials and method to several colleagues. If you are unsure of these products, simply subscribe to the Lawyer Marketing Alert and read his articles on Marketing. It won’t take you long to realize that this is valuable information that really works.”

Marc Clerc, Lawyer; Arlington, Massachusetts

Education-Based Marketing is Easy and Effective

“Trey’s advice is timely and informative. The regular email on marketing keeps me thinking and reevaluating my marketing plan. His education-based marketing system is one of the easiest and most effective ways for an attorney to make contact with potential clients.”

J. Greg Coulter; Jennings, Strouss & Salmon, PLC; Phoenix, Arizona

Trey Breaks Concepts Into Practical Advice That Can be Instantly Implemented

“Being a marketer myself, I find your articles express complex subjects in a very simple form. In

addition, I find that you have truly grasped the principles of services marketing. Rather than employing jargon used by marketers around the world to protect their positions, you break down theoretical concepts into practical advice that can be instantly implemented.”

Monique Belousoff, Marketing Consultant; Indooroopilly, Queensland, Australia

Marketing Alert Keeps Me on Track

“I have found that your regular reports help keep me on track, not only by providing great and useful tips, but also by simply motivating me to make a phone call, or schedule an appointment. Your materials are very inspiring.” **Jennifer R. Busse, Attorney at Law; Towson, Maryland**

Never Read Anything More Useful Than Marketing Alert

“I practice corporate law in Siberia, Russia. In my small business I am primarily concerned about marketing my services to get clients. I regularly get your Lawyer Marketing Alert and think that I never read anything more useful about how to market my business. Your articles helped me to build my own marketing strategy suitable for specific businesses and the legal environment where I practice. I call my strategy information-based marketing. The most remarkable thing in Education-Based Marketing is that you don’t have to prove your professional competence to your prospects; your marketing measures do that for you.”

Lilia Kazberouk, Russian Corporate and Business Lawyer; Krasnoyarsk, Russia

Trey’s Marketing Tools Helped Me Prevent Many Mistakes in My Practice

“As a new solo practitioner, I have found these education-based marketing tools to be of great value. They are very insightful and have helped to prevent many early mistakes in my practice. I always appreciate the emails and usually save them for later reference.”

Anthony N. Thomas, Attorney at Law; Harrisburg, Pennsylvania

Quality Material has Practical Application to Practice

“These days it’s a major investment of time to check your email each morning and afternoon. There is so much unsolicited fluff to filter out. When I first began receiving Trey’s material, I started to place it in that category. But I read one email and it had useful, well-presented information. Then I read another. And another. I discovered that I could count on receiving from him quality material on a consistent basis which had practical applications for my practice. I now have a folder in my email program reserved for his missives.”

Deborah L. Berez; Berez & Klawiter, PLC; St. Joseph, Michigan

Thanks to Ryder, Now Our Firm Has Something Special

“With Trey Ryder’s articles, I started a new era in my regional practice! It helps me to be Mr. ‘to the point’ and it’s a rare character in the Arab region in Law business. Now we can say that our firm has something special, multiple understanding, new creativity with problems, creative customer service and more, which Ryder has added to our knowledge.”

Mohamed Bakri, Lawyer; Cairo, Egypt

Materials are Always Helpful and Interesting

“Your marketing materials are always helpful and interesting to read. There’s always at least a nugget of information in each topic that I can apply to my very busy employment and labor law practice in the Metropolitan DC area.” **Mindy Farber, Attorney at Law; Washington, DC**

Many of Trey’s Ideas Have Been Instantly Profitable For Us

“I run a boutique (2 lawyers, 2 paralegals) firm with two offices, concentrated in estate and financial planning as well as business law and litigation. Our team routinely circulates Trey’s

weekly marketing e-newsletter and highlights ideas that we think we can use. Many of his ideas have been instantly profitable for us. All of Trey's ideas have fit with our goal of maintaining the small-town charm and decorum of a firm that started over fifty years ago while helping us to "get with it" as far as professional marketing is concerned. It's not enough to just 'hang out your shingle', as my father used to say when he started practicing law, yet Trey has helped us to maintain our Old Guard dignity and integrity in our marketing efforts."

Kevin F. Danyi, JD, CLU, President; Danyi Law Offices, PC; Lehigh Valley & Wayne, PA

Very Useful Information

"Trey, your lawyer marketing alert contains very useful information which is also practical."

Alan Dabdoub, Attorney at Law; New Orleans, Louisiana

Outstanding Marketing Advice

"Trey: As the recipient of your outstanding marketing advice for years, I am happy to offer this endorsement. I first subscribed to your Marketing Alert several years ago when I was appointed to my firm's marketing committee. Our firm's marketing efforts in the past operated at only two speeds – full steam ahead or dead in the water. After firm retreats, our marketing efforts were stellar. Over time, our busy work loads overshadowed and consumed the marketing efforts, even though we recognized the importance of marketing in today's legal market. You discussed this quandary in a recent article. Our current marketing goal focuses on small but consistent marketing efforts to address the clients' needs. We have revamped some of our newsletters and we are reviewing our web site to maximize our marketing returns. Although many of our lawyers subscribe to your newsletter, I have and will continue to 'bombard' the others with tips and comments from your articles that are especially applicable to our firm's size and practice. Thanks again and keep up the good work!"

Dana Davis; Young Moore and Henderson, PA; Raleigh, North Carolina

Marketing Alert Very Insightful

"Your marketing materials are very insightful, and are useful to attorneys in virtually any area of practice. The regular newsletter encourages attorneys to continue focusing development in marketing, which is so often overlooked."

Janet Stansberry Drake; Rossi, Cox, Kiker & Inderwish, PC; Aurora, Colorado

Trey is a Knowledgeable Provider of a Misunderstood Discipline

"Trey's enthusiastic message beats the drum for a dignified, rewarding approach to 'marketing' that is subtle yet effective. His weekly email advisories broach many interesting subjects and his personal consulting has been a worthwhile endeavor in teaching me patience and quality in the delivery of legal services. He is a knowledgeable provider of a misunderstood discipline not taught in law schools." **Mark Bregman, Bregman and Burt, Lawyers; Scottsdale, Arizona**

The Tips Trey Gives on How to Manage Good Marketing are Fabulous

"Hi Trey: I love to get your really important, interesting Lawyer Marketing Alerts. They are a really good channel of information for our Internet-Site www.law-marketing.net. The lawyers search for the information they need. The tips how to manage good marketing you give are fabulous. Keep on! Best wishes from Austria."

Simone Woergoetter, Austria, www.law-marketing.net

At Our Firm's Retreat, Marketing was Mostly Copies of Trey's Articles

"I don't know anyone in law firm marketing who puts out practical advice like Trey Ryder does,

and certainly not for free, as his email newsletter is. Practical is the operative word. His articles almost always cover something that can be done by an individual or small firm, and begun that day or week. I direct a good number to lawyers in my firm who can best use the advice, and archive the remainder for future reference. At our firm's last Annual Retreat, the Business Development tab was mostly copies of Trey's articles. I serve on our state's Bar News Editorial Board, and have seen that his articles get reprinted there too. It's good stuff."

Joe Hayden; Sanders & McDermott PLLC; Hampton, New Hampshire

Thanks for Valuable Information

"Thanks for valuable information sent so generously, especially to a lawyer just starting out. Please accept my thanks." **Marilyn Pepper, Attorney at Law; Chalmette, Louisiana**

We Know From Experience that Trey's Marketing Techniques Work

"I have been reading and applying Trey Ryder's Lawyer Marketing Alert to our law firm marketing strategies for about a year now. I'm impressed how Trey's tools and techniques have proved to be so effective in keeping and improving business with current clients, bringing old clients back, and getting new ones. Any law firm or lawyer seriously wishing to make their business grow should take advantage of Trey's marketing for the legal profession. It works. We can tell from our own experience."

Esteban Fernandez D., Senior Partner; Fernandez, Cantu Chapa; Monterrey, Mexico

Trey's Marketing Strategies are Right on the Mark

"I find Trey Ryder's marketing strategies to be right on the mark. His approach to marketing, especially in the legal arena, is straightforward and helps to put prospective clients at ease."

Ed Ewald, Attorney at Law; Dold, Spath & McKelvie, PC; Troy, Michigan

Trey's Emails Help Us Grow in Gross Volume and in Net Profitability

"Dear Trey, This will confirm that we have found your email service to be extremely valuable. Your marketing tips are very helpful to law firms of all sizes and specialties. Ours is a small to mid-size firm concentrating on representing creditors' rights, so it is far too expensive for us to handle our marketing efforts the same way that large firm (with much larger budgets) are able to do. However, we have found your emails help us bridge that gap, so our business can continue to grow in gross volume and in net profitability. Thanks for all of your fine efforts."

J.R. Apple, Esquire, Apple & Apple, P.C.; Pittsburgh, Pennsylvania

Trey, You're Definitely the Best

"Trey, Doggone it...every time I read your newsletter I learn something new. I didn't have a clue about how to place head shot photos in an ad, or that it even made a difference. It's amazing that you know little things like that. Your marketing knowledge seems to have no limit. Really. And the fact that you share your knowledge so freely in your Lawyer Marketing Alert Newsletter attests to your integrity and abundance mentality. When it comes to marketing services you're definitely the best there is. Thank you Trey." **David Frey, C.P.A., Houston, Texas**

Trey's Article on Forming a Non-profit Foundation to Attract Cases is a MUST Read!

"Trey Ryder is definitely one of the top legal marketing experts around today. I can't wait for his weekly ezine to show up in my inbox. It's full of well written, insightful marketing advice. His article detailing the step by step process to forming a non-profit foundation for the purpose of attracting top notch cases is a must-read for all attorneys!" **Steven Heisler; Baltimore, MD**

These letters address Trey Ryder's Method of Education-Based Marketing for Lawyers:

Earlier this year I came across Trey Ryder's education-based marketing concepts and enrolled from Australia to take his course online and by phone. I was very impressed by what I learned as I have not come across anything like it in almost 21 successful years as a lawyer (the last 15 specialising in migration to Australia).

Trey's Education-based marketing philosophy is wise, informative and voluminous. After completing his course I had the good fortune to travel to the USA on business and took time out to meet Trey in Phoenix for a few days. His hospitality was awesome. He really is a great guy, or a good bloke as we say in Australia.

I am only just starting to implement Trey's material as there is so much of it to learn. One of the first actions I have taken is to use his concepts to write detailed proposals to prospective clients. I used to just send out contracts. Now I send the contracts attached to my detailed proposals, which carefully explain all the intricacies of the potential clients case, how we will solve their problem, relevant client testimonials, a background on my career, how it is relevant to the potential client and an introduction to all our professional staff and an explanation of our fee philosophy.

Trey's education-based approach has enabled me to increase my fees significantly and consistently using this method. In fact, just this week, we secured another new client who has agreed to pay more than twice what a competing lawyer had quoted them for the same service. I find that clients care little about the price when they trust their lawyer because he has taken the time and effort to educate them, rather than deal with them like a salesperson.

Trey's methods have reinforced to me that we lawyers should never sacrifice our quality and high standards of professional work just for the sake of winning cheap work from clients who care only about price.

Trey's course has more than paid for itself already and I have still have 99% of his material to implement and many years left to do it. Most importantly, because of Trey's methods, I have more pride in myself, my professional background and achievements and the quality service I offer clients at a premium price. This in turn makes me a better lawyer, provides my clients with better results and is a definite social service to the community as a whole.

Justin K. Rickard
Principal Lawyer & Migration Agent
JUSTIN RICKARD & ASSOCIATES
Sydney, Australia

Dear Trey,

I'm writing because I wanted to let you know that I've been getting a lot of calls lately from my website, which is designed as an "education-based" website. And today, I got a call from a prospective client, which really stuck with me all day, and I wanted to share it with you.

I got a call from a client (who had a case that was unfortunately too small for me to handle), and he BEGGED me to take his case because he said that I was the “expert” on his area of law. Let me tell you – I’m not an expert in anything. Anyways, his wife was close to tears as I tried to refer them to a friend of mine... they wanted to hire me so badly and objected to a “second-rate lawyer.”

I asked them why they had hired me. They said that they found my website and thought it was very informative. The husband was about to walk down the street to the local lawyer, but the wife said “Hold On! The website says not to do that!” (It’s in the “Deadly Misconceptions about Lawyers” section, which you recommended).

Furthermore, they had actually traveled one and a half hours to visit my office in the city, when it was obviously inconvenient for them to travel and find parking space here. They walked into my office yesterday like it was a Barber’s Shop – unfortunately I was in court at the time, and another lawyer in my law suite interviewed them. He commented, “How’d you get people to walk-in from such a far place?”

In addition, they commented that they wanted to hire me because I looked “honest and caring” in my photograph. (I posted a personal photograph using the guidelines you recommended). I couldn’t believe it. Just because I’m smiling and I have direct eye contact (I HARDLY ever smile) made them choose me over the hundreds of lawyers (literally), located between their house and my office.

I actually sat back today and thought, “Wow, Trey Ryder’s Methods really do work like magic.” In the past, I’ve had lots of clients tell me that they hired me because of my website, and that they chose me over other lawyers because of my website... but it didn’t hit me that it was because of the Education-based marketing until today. I just wanted to share that with you and thank you.

Sincerely,

Michael Chen, Attorney at Law
New York, New York

As an attorney with a solo practice in Arlington, Massachusetts, I have found Trey Ryder’s marketing materials to be a critical ongoing component of my firm’s success. By carefully reading and following the information found in Trey’s materials, I have successfully implemented a number of initiatives that have increased the professionalism and visibility of my firm. Even more importantly, these measures have helped me to attract and retain desirable clients that add directly to my bottom line.

Some highlights include (1) The development and distribution of a firm newsletter to highlight my practice and the services I can offer my clients; (2) The revision of my fee agreement as a legal and marketing document; (3) A substantial increase in client confidence by the implementation of a satisfaction guarantee; (4) An increase in the efficiency of first meetings with clients by focusing on their problems and the services that I offer that can help solve those problems; and (5) Many other improvements.

Since discovering Trey’s products some time ago, I have passed along his materials and method to several colleagues. If you are unsure of these products, simply subscribe to the Lawyer Marketing Alert and read his articles on Marketing. It won’t take you long to realize that this is valuable information that really works.

Marc Clerc, Attorney at Law; Arlington, Massachusetts

Trey, I just wanted to say that I have benefited greatly from your advice. I use response oriented advertising to get prospective clients to call for information. I send them information and very often obtain them as clients. If not, I still have obtained their address, and add them to my mailing list so they get my newsletters.

I also use education based marketing. I always try to educate my clients, not sell them my services. Once they are educated, they know they need my services. But, my marketing message is directed at educating and helping the public, so it lends credence and respectability to my practice.

I try to use many different marketing methods as you advocate. I write articles for local publications, I speak for local groups, and I participate in professional and other activities.

Thank you for your help and advice over the years.

Edward Adamsky

Adamsky Law Offices; Tyngsboro, Massachusetts and Pelham, New Hampshire

Trey,

It's a pleasure to recommend you to others. The marketing materials and ideas you developed have been very effective. I receive positive comments from clients and their other advisors regularly.

In general, they like the fact that they contain useful information that they can use rather than just a sales message. It's not unusual for a client to ask for additional copies to give to a friend. I have also had my clients' other advisors ask for copies.

The Asset Protection Guide that you prepared is a big time saver for me. By sending it to new clients prior to their appointment, they are better educated before I meet with them. For the most part, I do not need to do any presentation on why my services are beneficial.

A good thing about education-based marketing is that it eliminates the need to sell. Clients sell themselves and then come to me to solve the problem. The best thing about the education-based approach is that it works. The education-based materials are an effective way for me to separate myself from the crowd.

Joe Volin, Attorney at Law; Tempe, Arizona

Excluding messages from clients, I can count on one hand the sources of email messages that I will open and read immediately, rather than wait until lunch or other "slow" times during the day. Only one of those sources will I, almost without exception, print the message and file the hard copy for future references. Trey Ryder's marketing material is always insightful and creative, and yet very pragmatic in application.

Slone & Benton is, by choice, a small, specialized law firm, concentrating in business law. We have found that most of the “standard” marketing methods do not reach our prospective clients. The clear majority of our new clients originates by word-of-mouth from our existing client base. Thus, the need to continually educate and communicate with our current client base.

Trey Ryder’s materials continue to be an excellent source for methods and means to improve and refine our communication efforts. I have many books on my shelves, and each has my fingerprints on each page. A compilation, in book form, of Trey Ryder’s many marketing suggestions, tips and recommendations would be a welcome addition. Thanks!

Joseph C. Benton, Esq.
Slone & Benton, PSC; Lexington, Kentucky

Trey,

I’ve been receiving your email alerts for about 6 months and enjoy reading them. Attorneys all too often forget that they are running a business and your emails remind me that marketing is an important component of my law practice.

As a criminal defense practitioner marketing is a bit different. You don’t give seminars on “The 13 Ways to Avoid a Murder Rap” or “The 7 Most Effective Methods of Keeping the Cops out of Your Crystal Meth Lab.” As I often tell my attorney friends – “while you are out playing golf with your clients, my clients are at their houses stealing their TV sets.”

Regardless, I have found that you simply have to be a bit more creative when marketing in this area. For example, my brother works for a promotional products company and we had thousands of matchbooks made up that had my name and number on them and on the back it said “Don’t Get Burned!” These were liberally distributed throughout town, especially at local bars. Who knows if I got any business out of them but I swear to this day there is not a week that goes by that someone doesn’t mention having seen those. For a while I had cops giving them to people they arrested when they asked for a smoke!

The t-shirts were especially amusing. On the front there was the image of a Monopoly “Get Out of Jail Free” card – with a line through the word “Free”. On the back they said “Don’t waste your one phone call” with my name and number below. I gave these out to bailiffs, cops, prosecutors, staff – whomever would agree to wear them. I’ve had more requests for those t-shirts than you can imagine and had to reprint two additional batches just to satisfy the demand. A free billboard everywhere they go!

Anyway, I poo-pooed your (constant!) suggestions about putting together an informational packet until I finally just did. It was nothing overly jazzy – a short bio, an general article on criminal defense cases, a copy of our firm brochure with a business card, copies of a few articles I’d written on criminal cases for a local weekly and a collage of headlines of some big cases I’d handled. The response has been amazing. Everyone I give them to really appreciates the information and I think I am the only lawyer in the state of Maine that does anything like this. I recently received a note back (along with a large retainer) from a prospective client that said it all: “Your references and materials give me the confidence that you will prove to be the best

possible professional I could choose to advise and defend me in this matter.” Jeez!

Trey, I appreciate your fine work and suggestions and regularly send them around to anyone I think might be interested. All my best!

**Walter F. McKee, Attorney at Law
Lipman & Katz, P.A.; Augusta, Maine**

“The analysis paralysis-breaker !!!”

One of my “favorite” reasons to procrastinate in the implementation of my marketing strategies is the famous “analysis paralysis”. Having no formal education in the marketing of law services, it is difficult to adopt a plan and even more to implement it. I was always afraid that the plan was not perfect, that I would “lose face” etc.

After reviewing your material and listening to your cassettes, I gained enough confidence to launch a series of seminars on my favorite subject : business divorce (splitting of partnership). I’m still learning on the art of holding such events, but at last, I am gaining **practical** knowledge and experience, **and** gaining new clients in the process.

Thank you.

Luc Audet, avocat; Mercier Leduc s.e.n.c.; Montréal (Québec) Canada

This letter will convey my professional and personal respect for and recommendation of Mr. Trey Ryder.

Trey and I have known each other through professional circles for several years. We have both been members of a small group of professional legal estate planners whose purpose is to raise the competence and quality of their work by encouraging roundtable discussions among highly qualified individuals. Some of the issues we discuss involve client education matters as well as marketing implications and techniques suitable for use by attorneys. Trey’s input and expertise have been helpful and very well-received in these discussions.

Trey and I have also appeared together in presenting technical concepts and training materials to the Maricopa County Bar Association. Trey’s presentation style is professional and thorough, and he proposed strategies and methods that are appropriate and well targeted toward the needs of attorneys while being greatly respectful of clients. I find his materials well thought-out, helpful and creative.

I recommend Trey without reservation to attorneys or law firm administrators for his expertise in marketing and business development strategies.

David L. Forsyth, LL.M., Attorney at Law; Mesa, Arizona

Dear Trey,

Being a marketer myself, I find your articles express complex subjects in a very simple form. This is essential when working with lawyers as they can become very overwhelmed when it comes to marketing concepts, strategies and even the merits of client activities. By showing lawyers your articles, I can reinforce my own 'lecturing' and convince them to try marketing activities.

In addition, I find that you have truly grasped the principles of services marketing. Rather than employing jargon used by marketers around the world to protect their positions, you break down theoretical concepts into practical advice that can be instantly implemented.

I wish you all the best in finding a publisher for your material as there is certainly a need in the marketplace with very few good services marketing publications available at the moment. Considering that the service industries are the growth area for the new millennium in westernized countries, this is quite surprising.

Regards,

Monique Belousoff, Marketing Consultant
Indooroopilly Queensland, Australia

“Long ago, Trey Ryder created a method of education-based marketing to help lawyers in all types of practices get their marketing messages through the clutter of a very crowded marketplace. Trey has been teaching this to lawyers for 23 years. The magic of education-based marketing is that the potential client comes to the conclusion that you are a master of your craft, without you ever having to say it. With Trey’s experience in teaching and getting feedback from hundreds of lawyers over the years, he has a ton of ideas on how to effectively use education-based marketing in YOUR practice. It doesn’t matter whether you have been practicing 6 months or 30 years, whether you are a divorce attorney or defend drunk drivers, Trey Ryder can show you how to establish yourself in the marketplace without spending tons of money and without resorting to the same worn-out marketing that every other lawyer in your area is doing. I highly recommend that you contact Trey Ryder BEFORE the next visit from the ‘marketing vultures’ who are trying to sell you traditional me-too type lawyer advertising.”

Benjamin W. Glass, III
Benjamin W. Glass, III & Assoc. PC
Fairfax, Virginia

Trey, I really appreciate your email newsletters. I never erase one until I’ve had time to read the whole thing. (I’m very bad at getting my e-newsletters out, so I’m hoping to be more like you when I grow up.) I’m grateful that you actually do exactly what you advise – sell by educating. I’m a one-woman-show, so I wear all of the ‘hats’ in my firm. I often get so caught up in the production of legal products that I need to be reminded to continue to promote.

To promote by educating is slick. It’s fun. It’s direct. I write it once, and it continues to produce results over and over. It’s a bonus that adds value to the legal services I deliver, and is endlessly

appreciated by my clients (and wanna-be clients).

I've learned a great deal from your e-newsletters. Here's a couple of recent examples: Right around the beginning of the year, you sent an e-newsletter recommending not to cut legal fees as a means of promotion, and advising that sometimes clients use the size of the fee as a short-hand way of determining the caliber of the attorney. I immediately raised my fees. No one cared. Business is falling off of my desk. Thanks.

You sent another e-newsletter articulating how afraid clients are to ask their questions. It was fabulous. I posted answers to two more FAQs at my website, and implemented several other ways to make myself more approachable (one of which is to close my laptop and actually stand up when I answer the phone, so I don't carry the often adversarial tone of what I was in the middle of into the incoming phone call).

I learn something new from each e-newsletter you send. Gosh. Thanks for all of the help!

Cynthia Hale
Cynthia Hale, P.C.
Salt Lake City, Utah

Dear Trey,

I want to take this opportunity to express a sincere "Thank You" for all of your help, counsel and wisdom in the development of my practice marketing program. Prior to working with you, I was in the dark ages concerning law practice marketing. You have brought me into the 20 Century with your practice marketing techniques. In the beginning, I was concerned about ethical considerations and restrictions on practice marketing. Your efforts have helped me overcome these obstacles.

The "Small Business Survival Guide" which you helped me write has been very well received by clients and potential clients. Clearly, I did not have the ability to write the Guide in the clear, non-technical language which you have used.

Your education-based marketing concepts provide a practical and useful way to attract clients to a professional practice while maintaining the high ethical standards I always wish to maintain. Thank you for sharing these concepts with me.

C. Glenn Stanford, PC
Floyd & Stanford
Atlanta, Georgia

In these days of mega-firms with category-killer marketing budgets, it's challenging for a sole practitioner to quickly establish and maintain a 'top of mind' presence in the marketplace. After reading some of Trey's free reports, I subscribed to his newsletter.

Trey's proven and straightforward methods of using educational marketing to build a law

practice have paid off for me in several ways. First, by sticking to an educational message, I keep my image as a lawyer and never appear as a salesman. This is very important, as the sophisticated clients I want are those most turned off by a sales approach. Second, clients attracted by Trey's educational-based marketing approach are more likely to be looking for value in legal services (the quality level per unit price ratio), not just the cheapest fee available.

Clients who inform themselves by reading the free reports and materials on my website are more enjoyable for me to act for – and have a higher level of satisfaction with my work – because they better understand the risks I have managed and problems I have dealt with.

Trey has put dollars in my pocket, and definitely saved me from generating marketing messages that would alienate the people I most want as clients. Thanks, Trey!

Randall Walford, LL.B, M.I.M
Calgary's BC Real Estate Lawyer
Calgary, Alberta Canada

Dear Trey:

I have just completed reading your articles "15 Business Card Sins Lawyers Commit"; "How To Market Other Practice Areas Within Your Firm"; and "Trey Ryder's Law-Marketing Briefs." As always, I found the articles to be insightful and well-written. They also contained useful practice nuggets that can be easily applied to my practice. Once again, thank you and congratulations for a job well done.

I eagerly look forward to each installment of your Lawyer Marketing Alert. Since subscribing to your newsletter two years ago, I have implemented several of your marketing tips with outstanding results.

For several years, I have been producing a "hard copy" mediation newsletter for my mediation clients. Your outstanding e-newsletter convinced me that I should also attempt to produce my own newsletter electronically. Thanks to you, I have developed my own mediation e-newsletter, which enables me to reach my clients more quickly and less expensively than before.

Also, as a result of your generosity in referring to my e-newsletter in one of your e-newsletters, I received email requests for my newsletter from all over the world. One of these contacts resulted in several friendly telephone conversations between myself and the editor of a national publication for commercial litigators. The editor asked me to send him several of my articles about Alternative Dispute Resolution. He has generously agreed to publish one of my articles in the July/August 2002 issue of the national magazine, which has a circulation of approximately 10,000.

Sometime ago, I sent you a copy of my article "Building Your Practice One Satisfied Client At A Time." You recommended that I send the article to your contact at *Lawyers Weekly USA*. Once again, I followed your advice. Recently I was delighted to learn that the editors will publish this article in an upcoming issue, which also has a national audience of approximately 10,000. The mention of this article in your recent e-newsletter brought me an email request from Cairns, Australia. The power and scope of the internet truly is astounding. You never know where your next client might be.

I appreciate your kind support and your accessibility. I have enjoyed your e-notes of encouragement and our telephone conversations. Although we have never met, I feel that I have a friend and colleague in Payson, Arizona. I look forward to reading your Lawyer Marketing Alerts for many years to come. Keep up the great work and many thanks for sharing your marketing expertise with so many.

Best wishes for continued happiness and success. Have a safe and enjoyable summer.

Sincerely Yours,

Bruce A. Blitman, Esq.
Attorney at Law and Certified Mediator
Pembroke Pines, Florida

I am a big fan of Trey Ryder's.

Back in 2006, he was one of only two people in the country who were teaching about "education-based marketing." Trey, a legal marketing expert, was helping attorneys understand why educating their consumers was so much better than selflessly promoting themselves.

I first came across Trey Ryder's articles in 2006 as I was desperately searching for new and innovative ways to market my solo practice in the most competitive market in the country. What he said made absolute sense. By teaching and educating our ideal consumers, they begin to recognize that we have useful information that they can learn about.

When you begin to explain to a consumer information they need to know, there is a great tendency to pique their curiosity and have them want more of that great information. This was a remarkable concept that no other legal marketing expert in the country was teaching.

IMPLEMENTING TREY'S IDEAS

I began to implement Trey's ideas by writing articles and blog posts focusing on my ideal consumer who was searching for information about medical malpractice & personal injury in New York.

Around that exact time, a little website came online that said they were now accepting 'user-generated' video content. The website had a funny name to it called YouTube. I thought it would be really cool if I could create a video using education-based marketing concepts, like what Trey was talking about.

AN ATTORNEY VIDEO PIONEER USES TREY'S METHODS TO TEACH & EDUCATE

What was remarkable about my initial video was that it was one of the worst videos ever. Technically it was awful. It was dark. It was pixelated. It was grainy. The audio was terrible. There was a reflection in my eyeglasses. But a remarkable thing happened. Viewers picked up the phone to call. Why?

Because I taught them something that nobody else in the country had taught them yet.

The title of my video was “How to hire a New York medical malpractice attorney.” The video was more than six minutes long. The viewers excused the fact that the quality was horrible. They loved the fact that I gave and useful content and information.

What I did was take the concept that Trey Ryder talked about and applied it to video and have achieved remarkable success doing so. I currently have over 700 videos to market my solo firm in New York and I’m able to compete with law firms spending hundreds of thousands and millions of dollars a year on marketing and advertising. My educational videos have converted viewers into callers that have generated valid cases and successful outcomes.

I became so proficient at creating education-based videos that I created a second business called the Lawyer’s Video Studio where I help lawyers across the country create education-based videos to market their law firms online.

HERE’S WHAT YOU NEED TO DO NEXT...

Any lawyer interested in learning how to market your law firm today would be well advised to read everything they possibly can from Trey Ryder and then pick up the phone and call him to see how he can help solve your marketing problems. His tips and advice are remarkably insightful and on point. I eagerly look forward to his emails with marketing tips and strategies that you can immediately implement in your practice.

Trey Ryder deserves not just a certificate but an award for helping lawyers understand how to communicate with their clients and how to attract more consumers with great educational messages. Thank you Trey for all you do.

**Best regards,
Gerry Oginski
NY Medical Malpractice Trial Lawyer & Founder, Lawyers Video Studio
The Law Office of Gerald M. Oginski, LLC
Great Neck, New York**

Hi, Trey:

I enjoyed your mailing list article in the last edition and thought I’d share a success in terms of growing my database.

I wanted to target real estate investors, so I created a free 20-page manual outlining the most common mistakes they make and I marketed it in 4 primary ways (1) I ran a 6-line ad in the real estate classified section of the local paper inviting people to call or email me for their copy, (2) I joined a local association and offered it to investors there. I also got access to their database of members that I am now incorporating into my own, and (3) whenever I talk to someone who is thinking of investing or is currently investing I offer the manual, (4) I give it to prospects during the initial consultation.

I have had great success with people calling to request it from all 4 methods, and that enables me to get them on my mailing list and talk to them monthly through my newsletter. I give out my direct line and answer the phone myself, and the conversation is all about how they want to receive the newsletter and how it will help them. As the first contact with me, I want them to walk away feeling relieved that the process was so easy and they weren't pressured to come in or retain me.

In the manual I let them know that they will be receiving the newsletter and I encourage them to provide their feedback on what they think. The message is basically "check it out and you can easily opt out if you don't find it useful." So far I have had 1 opt-out in the first 3 installments of the newsletter. I have found that the main key to the newsletter is to provide information that is highly relevant to the audience and that they otherwise wouldn't know unless they talked to a lawyer. I have had calls from newsletter recipients who are convinced that I'm the lawyer for them based on the information they received in the manual and what they read in the newsletter, so it's working really well.

**Spiwe L.A. Pierce; Blackwell Igbanugo, P.A.
Minneapolis, Minnesota**

Dear Trey,

I took your telephone seminar ("You Made The Front Page!") several weeks back and wanted to let you know that, following your advice and on my first attempt, I did in fact make the front page (or at least the front page of the Business section, which was my target).

Shortly after listening to the seminar and reviewing the materials, I put together a news release on the new disposal rules under FACTA, which is a consumer protection statute aimed, in part, at reducing identity theft. My target clients are small to mid-sized local businesses that need legal consultation and business advisory services so I thought that this issue might be of interest to my target and could showcase my attention to details that affect businesses and which they probably don't monitor.

The news release got the attention of a business writer that focuses on consumer issues at the Richmond Times Dispatch (most widely read newspaper in my area). She called me and we discussed the release in detail. I have attached the article she wrote. It's not ideal (I was hoping she would just run my news release and she didn't mention the FACTA Fact Kit I was offering) but I did get a mention by name and she did include my website address. I noticed a real spike in my website traffic in the week following the publication of the article. If you have any suggestions on how I might have improved the news release, I would appreciate hearing them.

So, thank you for the seminar. I found it to be very informative and full of concrete tips to getting publicity and building one's reputation as an expert. And I am also impressed that my first effort using your advice generated an article. I am going to continue my efforts and I'm confident that they'll generate additional results for me. I am recommending your services and seminars to every attorney I know and on attorney marketing lists I participate on and hope that these efforts generate more clients for you. I just wanted to let you know that you have a very satisfied client out there. Thanks again."

**Bernard C. Dietz, Esq.; Law Office of Bernard C. Dietz, PC
Glen Allen, Virginia**

Dear Trey,

Education-based marketing has been a substantial part of the success I have had when giving a new direction to our law office situated in Spain. We specialize with foreigners who buy property as retirement homes on the Mediterranean coast. We used to assist clients with their property acquisition and litigate on construction defects. But I wanted to get away from the ups and downs of the real estate market. We wanted to focus on a legal service of interest to the people already established here. We now market real estate planning, will making and inheritance tax avoidance as a completely new field, which no other lawyer here promoted as an independent field of expertise.

How education based marketing helped me? When I was trying to implement our new field of practice, I was looking on the internet for some practical down-to-earth and straightforward marketing advice. Since I've found your materials, I'm an unconditional fan of your method. I started distributing educational brochures, I have presented about a dozen seminars (240 people in the audience just a couple of weeks ago) and I'm the first lawyer here to do an ad with a photograph.

We have an information based web site. I write newspaper articles. I answer Email inquiries "education based", identifying peoples' problems and suggesting solution ideas, which takes a lot of time. But I get about 70% actual clients out of these inquiries.

To cut it short I've followed about everything you suggest in your weekly marketing alert. The success is overwhelming: Within one year we are now considered the place to go when it comes to estate planning and wills. Although I've been a litigation lawyer for eight years before this, a client recently asked me if we do litigation apart from the counseling on estate planning and drafting wills.

It's my experience that education-based marketing is the key to successful legal service marketing. And this is not theory; its effectiveness is proven by reality. The only thing I miss is to have your method well structured and explained in a compendium style book.

Niels A. H. Becker; Becker Rechtsanwälte & Abogados
German and Spanish Attorneys at Law
Denia (Alicante, Spain), Torrevieja (Alicante, Spain), Palma de Mallorca (Spain),
Moenchengladbach (Germany)

Trey, I have genuinely known about your work for a few years and have read a number of your articles. I bet you didn't know you had an English fan club! Given my work over here as a specialist marketing consultant and trainer, I make a habit of reading what fellow consultants in other countries are up to! I always find it fascinating hearing someone else addressing the same issues but from the perspective of their own culture / jurisdiction.

To be blunt, I find a lot of the stuff from the US that I have read on the internet quite basic and in some cases inappropriate. Not yours however! I am not a great believer in traditional paid-for

advertising as a method. My three pet areas are – getting firms to market to existing clients, giving them the skills to convert opportunities when they do arise and giving them the know-how to build credibility through showcasing their expertise.

It is in respect of the latter that I like your notion of “education-based marketing”. You seem to be the only writer / consultant I have come across who pushes this area as a favoured methodology. I find your ideas sensible and practical and your style of writing helpful and approachable. I know from experience of advising over 600 law firms in England and other countries too that the techniques work well if executed properly.

**Ian Cooper, Law Marketing Specialist
Leeds, England**

One of the greatest discoveries I have made in a long time is Trey Ryder. Here’s why: I have practiced law for 11 years and for the past year have headed up the Marketing Department of our Intellectual Property Coverage firm. We represent a number of Fortune 100 high-tech and energy companies.

Not long into this role, I realized that I needed some far more focused and practical resources than I had ever been exposed to. One day my friend, the Marketing Director of another law firm, told me she could not survive without Trey Ryder’s articles, especially his weekly Lawyer Marketing Alert online newsletter. She gave me his web address, I visited his site, and my marketing has never been the same!

By following Trey’s practical, experience-borne tips, my success rate in attracting and signing new clients has gone logarithmic!

Now I can’t help sounding like my Marketing Director friend: my fervent advice to others in our field is to read everything you can get your hands on that Trey Ryder has written. Go to any seminar where he is a speaker. Purchase and digest any book ever published by him. He is a highly sought-after consultant, an empowering and practical leader, and in my opinion the preeminent mentor to legal marketers today.

**Ewin Grace, Attorney and Marketing Director
Gauntlett & Associates
Intellectual Property Coverage Firm
Irvine, California**

Trey Ryder is in a class by himself. Rarely in this business do you find a marketing professional who truly knows the key to marketing legal services and the secret to increasing a firm’s client base and its profits. Trey Ryder is that rare professional... and a diamond in the rough.

Trey’s education-based approach to marketing is the *only* method that can successfully achieve top notch results for your law firm. It cleverly sells the prospect in a subtle, dignified manner

without this individual knowing that he is part of the sales process. And once this process begins, you won't believe it. Your phone will begin to ring...and ring...andring.

So if you are looking for *the* marketing method and an experienced professional who has both a thorough understanding of the legal field and knows how to position your firm as the law firm of choice in your market, call Trey Ryder. And you'll see for yourself why Trey indeed is in a class by himself.

Nancy J. Wintner, APR
Marketing/Public Relations Specialist
Pittsburgh law firm
Pittsburgh, Pennsylvania

Trey – As a law office manager of almost 20 years, I just wanted to say thanks for the truly useful advice I get from your newsletters. One of your tips that worked great for us was to have our senior attorney write articles on topics relevant to our target market. These articles show up in Google searches and many clients have found us this way. Clients have decided we know our field, even before we speak with them. New client calls are routed to our office manager so she can determine if the client is a good fit for our firm and which attorney they should be directed to. When an attorney cannot talk to the caller right away, the manager will often fax a copy of a relevant article so the caller gets helpful information and sees how great we are before getting the return phone call.

Our firm has been a fan of yours for a few years now and we look forward to every issue of your newsletter. We agree with your advice that newsletters are a terrific way to keep our name fresh in the minds of current and potential clients. We built our huge email list painfully and tediously by narrowly targeting our recipients to be just the firms we would like serve. We have very few opt-outs and people tell us our articles are useful and that they frequently pass them along to colleagues. Best of all we continue to get lots of new clients from this source.

Great tip! Thanks!

Laura Vestanen, Law Office Manager; Berkeley, California

After twenty years of practicing law as a sole practitioner, I have tried numerous marketing programs that have cost tens of thousands of dollars. Most of them either provided a collection of unfiltered ideas that required a hit or miss approach to marketing while others involved costly and unnecessary bells and whistles with no additional guarantee of success. None of them provided the tools needed to create a consistent and proven marketing message.

Fortunately, in 2007 I met Trey Ryder whose direct, educational marketing techniques have proven to be what my clients are looking for when they select an attorney, that is, practical information about how to pick an attorney, why you should be the one they pick, and valuable information about the types of cases you handle that allows the clients to feel comfortable about their choice.

Clients have continued to tell me how they look forward to receiving our newsletters and other educational materials, and clients who have recently retained me have specifically said that I was

hired in large part because of the materials I sent them in advance, all of which were created by Trey Ryder.

Having Trey Ryder as your marketing expert takes a lot of the pressure off a critical aspect of your practice's financial success. He brings a wealth of experience and successes with other firms and attorneys to give you the confidence that his educational based programs will work. He is easily accessible and strives to give you marketing advice that is easy to implement in the most cost efficient manner.

Before you or your firm decides to embark on a marketing program, take the time to look at Trey Ryder's website and talk to him about what he can do for you.

Daniel F. Monahan, Esquire
Exton, Pennsylvania

Education-based marketing works. I have literally built my practice based on Trey Ryder's education based marketing system.

This approach takes the time to answer questions on a level that the potential clients understand, teaching them what they need to know to realize what the answer to their problem is (and, of course, being in a position to provide that answer to them) and allows them to make the choice.

Yesterday I met with a potential client who had seen another attorney before me. I carefully went through all of the information and explained how the law works to help them. It took some time, probably more than the other attorney wanted to spend with them. But at the end, they said "Mr. West, I want to thank you for taking the time to explain everything the way you did. I understand. That other attorney went way too fast, I didn't understand half of what he said. They hired me on the spot.

This scenario repeats itself in my office regularly. Clients know they have choices, and frequently "attorney shop" looking for the "right" attorney. So, its not enough to know your stuff. You have to convey to the potential client that you are "right" attorney. I do it by letting them make the decision based on the education I provide. It really works.

Richard West; Springboro, Ohio

Please continue...

Dear Professional or Business Owner –

I hope you found these comments helpful. Choosing a marketing method is an important decision. I've never seen a method as effective and efficient as my unique method of Education-Based Marketing. I'm confident you'll be pleased with the results.

I can't guarantee how well this method will work for you. I can't guarantee how much money you'll make. But I can guarantee this: All of my experience, skill and heart will go into making your project a success. That's the only way I know.

If you'd like to profit from this professional, dignified method – or if you have questions – please call or email today. I'll be happy to help you in every way!

Cordially,

Trey

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TREY RYDER
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The Ryder Method™ of
Education-Based Marketing

TREY RYDER'S

EDUCATION-BASED MARKETING

SERVICES FOR BUSINESSES AND PROFESSIONALS

Custom Marketing Programs

Now accepting specialized assignments for international, regional, and local marketing efforts to attract new clients and achieve other marketing objectives.

Education-Based Websites

Strategy, design and content to build credibility, attract new clients, and bring about meaningful interactions with qualified prospects.

Website Repair

If your website isn't bringing you an outpouring of new clients, please send me an email. I'll explain what needs to be done so you get the results you deserve.

Media Publicity

Education-Based Publicity efforts to attract inquiries from genuine prospects and establish your position as the authority in your niche.

Seminar Marketing Programs

Strategy and materials to increase seminar attendance and convert prospects into clients. Overcoming common obstacles and turning a losing program into a winner.

Writing – Editing – Reviewing – Troubleshooting

Letters. Articles. Surveys. Brochures. Display ads. News releases. Response devices. Critique of your marketing materials including time-proven tips to boost profitability.

Coaching & Mentoring

Custom-designed programs to fit your budget, needs and schedule.

More

If you don't see what you need, just ask. I'll do my best to accommodate you.

Fees

I'd like to work with you as much as your budget will allow. So let's discuss what you'd like to achieve and how soon you want those results. Then we'll decide on the appropriate fee.

Phone or Email Today!



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MEET TREY RYDER



TREY RYDER
Creator & Developer of
**The Ryder Method™ of
Education-Based Marketing**

Trey's career in marketing began in 1972, after he graduated from Arizona State University's College of Business (Tempe). Over the past 44 years, he has started and owned eight businesses and written marketing articles for national publications including *Direct Marketing* magazine.

In the early 1970s, Trey created and named the specialized discipline of Education-Based Marketing. His marketing method was the subject of an article in *Advertising Age*. The American Bar Association offered information about Trey's method in the *ABA Journal*. And the American Marketing Association featured **The Ryder Method™ of Education-Based Marketing** on the front page of its national publication, *Marketing News*.

Trey has designed Education-Based Marketing programs for professionals and businesses of all types. In 1980, he started working with lawyers who wanted dignified, up-scale marketing efforts. His continuing education programs have been sponsored by local and state bar associations around the country. In addition, he served as an expert witness in a case involving lawyer advertising. Also, Trey's marketing method was cited in an article published by two psychology professors at Arizona State University.

Today, Trey shares his marketing method with lawyers through a wide range of publications. His columns and articles have appeared in *TRIAL* (ATLA, now the American Association for Justice), *Law Practice Management* (ABA), *The Complete Lawyer* (ABA), *Lawyers Weekly USA* (where he was the marketing columnist for two years), *Commercial Law Bulletin* (CLLA), *Lawyers Weekly Australia*, *Tort Source* (ABA), *The Lawyers Competitive Edge* (West Group), *ALA News*, *Law Office Administrator*, *The Federal Lawyer* (FBA), *The New York Law Journal*, *Business Law Today* (ABA), *Law Governance Review*, *GPSolo* (ABA), *Young Lawyer Archives* (ABA), *Legal Management* (The Association of Legal Administrators), *Law Practice Quarterly* (ABA), *Marketing For Lawyers*, *The American Lawyer*, and dozens of state, county and local bar publications.

In addition, he writes and publishes his free e-zine, **The Ryder Method™ of Education-Based Marketing**. And he maintains the Lawyer Marketing Advisor at www.treryder.com.

Trey designs and carries out Education-Based Marketing programs for entrepreneurs, business owners, and professionals who want to attract clients from their local area – or from anywhere in the world. He works from his offices in Payson, Arizona and Juneau, Alaska.



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