



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

# TREY RYDER'S

## EDUCATION-BASED MARKETING

### SERVICES FOR BUSINESSES AND PROFESSIONALS

#### **Marketing Programs**

National, regional and local marketing efforts to attract new clients, increase referrals, and achieve other marketing objectives.

#### **Websites**

Strategy, design and content for new and existing websites. Includes menus, SEO-friendly articles, numbered lists, and reply elements to build credibility and generate inquiries from prospective clients.

#### **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**

Display ads. Brochures. Direct mail letters. Newsletters. Articles. News releases. Response devices. Critique of your marketing materials including time-proven tips to boost profitability.

#### **Mentoring**

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

#### **Answers to Your Questions**

I've created marketing materials and programs for clients for 37 years. I welcome your questions.

#### **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 results. Then we'll decide on the appropriate fee.

#### **Phone or Email Today!**



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## MEET TREY RYDER



**TREY RYDER**  
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Trey's career in marketing began in 1972, after he graduated from Arizona State University's College of Business (Tempe). Over the past 45 years, he has started and owned eight businesses and written marketing articles for national publications including *Direct Marketing* magazine.

In the early 1970s, Trey started designing a marketing process that used education to persuade prospective clients. In 1982, he named the specialized discipline 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 since 1980. In that same year, he started working with lawyers who wanted dignified, up-scale marketing efforts. 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, **Trey Ryder's Education-Based Marketing Alert**. And he maintains the **Education-Based Marketing Resource Center** and the **Lawyer Marketing Advisor** at [www.treyryder.com](http://www.treyryder.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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