

## EVENTS

### November 2006 Events SMALL LAW FIRM LUNCHEON Promotional Items and Your "Look" as part of your Marketing Plan

Thursday, November 16, 2006  
12:30 - 2 pm

This is the third of the three part in the Marketing Series. While appearance is not necessarily an accurate indicator of the quality of your work, first impressions do count. What does your firm's look from letterhead to holiday greetings to promotional items say about you and does it matter? What items do people keep and use and will that translate to more business for your firm? Our panelist will discuss some of the different possibilities for getting your message across with your look and what will work for your objectives.

**Moderator:**

MAIA T. SPILMAN  
Law Office of Maia T. Spilman

**Speaker:**

DEBBIE BIELORY  
Sales Director for Advantages

Registration by November 12 is necessary. The fee, which includes lunch, is \$25 for members; \$35 for non-members. Please register online at [www.nycbar.org](http://www.nycbar.org). Supported by Lexis-Nexis.

### SMALL LAW FIRM FACILITIES - A UNIQUE FREE BENEFIT TO MEMBERS

#### Attorney Work Space

Mon-Fri 9 am - 8:45 pm  
Sat 10 am - 4:45 pm

Available on a walk-in basis

#### Conference Room

Mon-Fri 9:30am - 7:30pm  
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To reserve for 2-hour intervals, contact Ronald Mirvis at (212) 382-6748 or e-mail [rmirvis@nycbar.org](mailto:rmirvis@nycbar.org)

### ABA Books of the Month



Regular Price: \$144.95  
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Regular Price: \$74.95  
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## MEMBER BENEFITS FOR SOLOS AND SMALL FIRMS

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### Legal Research:

LexisNexis special packages for solos and small firms

## "THANKS GIVING" FOR SOLOS AND SMALL FIRMS

*When eating bamboo sprouts, remember the man who planted them - Chinese Proverb*

As December draws near we get bombarded by dozens of magazines which ask us to buy holiday cards, calendars, pens, calculators, mugs, duffle bags and other sundry items aimed at thanking our clients and referral sources. Should you personalize your cards? Would some of the recipients feel that you are being "less than" professional if you handwrite a message? Should you opt for the pre-printed stack of 1000 cards with a "Tailored Thank You", a "Thoughtful Thank You" or an "Elegant Thank You"? Should you thank your referral sources with holiday baskets? Or should you buy Starbucks' cards, because they are easy to mail? A lot depends on the nature of those you are trying to thank. Here are a couple of generalized examples.

### The "Business" Client

Chances are, if your client is used to a fast paced professional relationship, communicates primarily by sending you "one-line" e-mail messages and wants everything done "yesterday", he would not appreciate a "warm and fuzzy" holiday card and a pair of tickets to an experimental theater show. However, he would be thrilled to get a Starbucks Card which would enable him to load up on a few extra Double Tall Lattes.

### The "Artsy" Client

However, if you and your client are used to discussing business over drinks before going to the New York Philharmonic, she may not wish to receive a pre-printed "Thank you for your Business" card from your office, amid the piles of pre-holiday junk mail. On the other hand, if you write a personal note about how much you enjoyed sharing the sounds of Vivaldi's "Four Seasons", your card would likely wind up on top of your client's piano rather than in the garbage pail.

### Mixing "Thanks giving" with Marketing

Since solos and small firms often operate on a very tight budget, it may be tempting to combine gift giving with business promotion. Do you send your client a mug or an umbrella with your firm's name or give him a gift certificate to a restaurant to visit with his wife? Remember, that thanking your clients is more about them than about you. The key is to know what he or she would appreciate most. One good way to promote your business while thanking a client may be to add a "free consultation" coupon to your holiday card, which would provide a reason for a new meeting and, perhaps, future business.

## NEW BENEFITS FOR SOLOS AND SMALL FIRMS

### BlumbergExcelsior

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  - a) Bankruptcy Filings
  - b) HUD-1 Closing Online
  - c) Severance Agreements Online
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  - c) FLIP
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### HSBC Legal Team's Comprehensive Package

- Single Point of Contact with a dedicated Relationship Manager
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- Attorney Escrow Accounts (central control, client sub-accounts, etc.)

For further information please visit [www.nycbar.org](http://www.nycbar.org) and click on Small Law Firm Center.

## Be Available

Most importantly, clients want us to be there for them professionally, and often, depending on the nature of our practice, personally. When they call with a question or a problem, they should be treated with care by us and our staff no matter how overloaded we may be with an impending deadline on an Order to Show Cause, a Real Estate Closing or preparation for a trial. After all, that client could turn out to be the one who plants the next bamboo sprouts of your practice.

## CLE PROGRAMS OF INTEREST

Introduction to Transactional Practice: What Every Lawyer Needs to Know about Corporate Transactions

*November 2, 2006 9:00 a.m. - 12:00 p.m.*

Everyday Ethical Challenges in the Practice of Law

*November 21, 2006 6:00 p.m. - 9:00 p.m.*

Representing Clients in Mediation: How to be a Zealous Advocate

*November 21 & 28 6:00 p.m. - 9:00 p.m.*