

*Tips for attorneys to successfully
grow your practice:*

From: Your Legal Resource, PLLC



Lori T. Williams, Esq.

"Your Partner in the Business of your practice"

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We invite you to share this newsletter with other attorneys you know who could benefit from this information or our services.

**Recommended
Books:**

[Get Clients Now](#), by: CJ Hayden

Specifically for service professionals to help you handle each step of the sales cycle with ease.

[Book Yourself Solid](#), by: Michael Port

Learn how to identify and attract your ideal client and referral partners

[Tribes](#), by: Seth Godin

How can you be a leader in your area of practice?

**Check out our new
blog, published every
Tuesday:**

[Read it here](#)

Our Services:

Lori is a 20 year attorney and owner of a legal referral and legal consulting business known as Your Legal Resource, PLLC.

She connects individuals and small businesses in need of legal advice or representation with the right lawyer. Her team of attorneys cover all areas of specialty throughout Metro Detroit.

Lori also helps solo and small firm attorneys start and grow their practices by effectively branding and marketing themselves, mastering networking, and creating effective strategic relationships to generate clients and revenue.

I finally got around to reading Tribes, by Seth Godin, just before 2009 came to a close. Seth urges us to respond when we are called to lead some sort of tribe, whether in our workplace, business, community, family, hobbies, or place of worship. You can be part of and/or lead multiple tribes. Tribes involve groups of people (large or small) connected to one another by ideas, and a leader. Without the leader, nothing gets accomplished.

In large law firms, one might think of practice groups as tribes. A small firm might be viewed as a tribe, if it is providing some type of leadership within the industry or for its clients.

Seth notes that marketing used to be about advertising, but marketing today involves engaging with the tribe and delivering products and services with stories that spread. Twitter is a great example of this concept. People can make a statement or give their feedback in 140 characters or less to their "tribe" (community they are connected to on twitter) about a product or service. They share a story about their experience, and often this causes other people that they are connected to (followers) to respond with feedback or action.

Leaders of the Tribe are constantly promoting change. Marketing fuels this, since new ideas, products, services, are always sought after. Leaders who create change in response to the outside world and do it consistently over time, are vital to the success of any organization.

No one has to anoint you as a leader of anything, you can just simply start taking action within one of your many communities, foster communication among the community, or unite the community and help them move forward. Kind of like the old adage, "see a need and fill it". This concept is as powerful today as it ever was.

I took this principal to heart in my own business. In response to Metro Detroit law firms downsizing, I began helping solo and small firms get better at "rainmaking", relationship building, and branding and marketing themselves to generate more business. I began to unite the business community "tribe", by connecting lawyers with other professionals inside and outside the profession so they could cross refer to one another. I connected lawyers with marketing and social media specialists to help them identify or strengthen their brand to set themselves apart from others in their industry. I created events

for lawyers where they could learn some basics for succeeding in their practice, and so they could network with others. No one appointed me to this role, I just did it because I know my gift is connecting people for their mutual benefit. Since my background is in legal services, that's where I chose to specialize in connecting others.

As you examine your own life and your law practice, how many tribes are you part of or leading? How are you bringing about change? What results are you seeing? What surprises did you encounter? I'd love to hear or read about your answers. Feel free to send me an email or post your comments to my blog [here](#)

All my best,

Lori

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Who Can Benefit From Our Consulting Services?

'Rainmakers' in solo or small law firms

**Associates or newly licensed attorneys
within solo or small law offices**

Experienced attorneys starting their own practice

**Contact us for a FREE 30 minute marketing assessment of
your practice, so we can help you grow.**

www.bestlegalresource.com

Testimonials:

"I was privileged to meet Lori through the Birmingham Patriots, but our relationship and friendship have recently blossomed through our mutual legal professional pursuits. Lori is an extraordinary attorney; who has gathered her twenty years of strong legal experience and channeled it into her business and passion: connecting her network of people and their legal problems with her network of capable legal counsel. Lori's legal skills, command of cutting-edge media technologies, infectious optimism, and caring people skills have

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made her an irreplaceable member of my current and future legal team. I'd highly recommend Lori to any person with a legal issue or attorney wishing to maximize their practice." *Gregory J. Parry, JD, MPS, Founder & President, Birmingham Patriots Youth Tackle Football & Cheerleading Program*

"I have been working with Lori for the past year. She is a great resource for so many different avenues in the legal world. Most importantly, she is a great person and one of the best professionals I have met in a long time. See for yourself."

Jane Enright, JD

For more information, or a FREE 30 minute marketing assessment of your practice, please contact:

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