

## 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.

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Lori is a 20 year attorney and owner of a legal referral service 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 covers all areas of specialty throughout Metro Detroit.

She 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.

## How to increase your bottom line.

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Increasing one's bottom line seems to be the focus for 2010. What's your strategy for doing so? Many attorneys are looking for new ways to market themselves, network more effectively, create referral relationships, and figure out social media. While these are all good tools and topics for attorneys in general, how they are applied or implemented will vary from attorney to attorney, firm to firm. As it should. There is no one size fits all way to generate business, nor is there a one size fits all attorney or law firm.

The important thing is to stay current with the online and in person networking and marketing tools, and implement a social media strategy that works for you. No matter your preferred method of networking or marketing, the goal should be to strengthen your brand as well as your relationships with prospective clients, referral sources, existing clients, and your colleagues.

I'd love for you to join me at one or both of the upcoming events this month, designed to help you generate more referrals, relationships, and clients:

Click [here](#) for information about a Lunch and Learn on January 19th: Social Media Strategies for Lawyers.

Click [here](#) for information about a 1/2 day workshop on January 28th: Effective Law Firm Strategies to Improve Your Bottom Line.

If you are in a litigation practice, you may want to join us on January 21st for a panel discussion lunch and learn on E-Discovery and how it applies to your practice. Click [here](#) for more information.

Feel free to forward this newsletter or the events mentioned above to other attorneys you know who may be interested. I'd love your feedback about these events, as well as other topics of interest. My goal is to help you increase your bottom line through effective networking, marketing, and referral relationships.

All my best,

**Lori**

Lori T. Williams, Esq.  
Owner/Managing Attorney  
Your Legal Resource, PLLC



## 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**

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**Contact us for a FREE 30 minute marketing assessment of  
your practice, so we can help you grow.  
[www.bestlegalresource.com](http://www.bestlegalresource.com)**

### Testimonials:

"Lori was very insightful and gave many positive and productive recommendations. She put me in contact with all the right people to implement my strategies and the results have been wonderful. Many thanks, Lori." Kari Marcus, Attorney

"I have had the pleasure of working with Lori on the membership committee of the Women's Bar Association. Lori is so professional and works hard to accomplish tasks promptly. She also made a special effort to reach out to me as a law student, and I hope that I can emulate her positive attitude and enthusiasm in my own approach to my legal career. The legal community is fortunate to have such a reliable and kind attorney dedicated to improving legal services." Ruth Lyons , Student , Wayne State University Law School

"Lori knows networking like no one else. She gave me some great one-on-one tips for marketing my practice on a budget. I also attended one of her lunch seminars and found it to be packed with great advice and tools for improving and expanding my business." Todd\_Barron, Attorney

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

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## **Business Building Tips:**

[The Top 20 "relationship  
building" posts of 2009](#)

[Why Solos Can't Afford  
'Business as Usual'](#)

[Are you Fun to Advocate for?](#)

[How to Focus on What Truly  
Matters](#)

## **Social Media Tips:**

[Is 2010 the year lawyers  
enter the 21st Century?](#)

[Study: Inc. 500 CEOs  
Aggressively use Social  
Media for Business](#)

## **Legal News:**

[Will Law Firm Changes  
Affect Hiring and Retention  
of Associates](#)

[Protecting Trademarks in  
Web 2.0](#)

[Record Number of  
Complaints Target Florida  
Loan Modification  
Lawyers](#)