

THE EVIDENCE REPORT

Vol. 4 No. 2

FEB 2006

Hal Copeland, Editor

Litigation Graphics Expanding Services

A new strategy plan for your law firm

Your law firm may now need to communicate its own unique personality.

You need a new brochure, a revised website, possibly a PowerPoint presentation for potential clients who are not aware of your total capabilities.

You shouldn't try to do it all "in house."

You need a receptive outside listener ... an objective point of view, familiar with attorney-client relationships ... a knowledge of how a client evaluates and selects a law firm ... a new Marketing Plan.

You need to talk to **Litigation Graphics**. Call Marsha Drebelbis at (214) 951-0032 or Hal Copeland at (214) 361-8788.



Hal Copeland



Marsha Drebelbis

If others in your firm have responsibilities for law practice development and marketing/communications, please pass this information on to them.

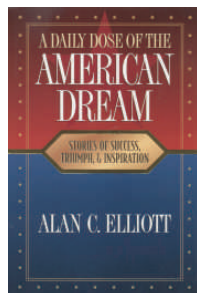
Creative Ways to Grow Your Law Practice

"Are you speaking the language of your clients? More people will understand what you are talking about when you communicate with them on their own level."

"What motto do you live by? Do you have the opportunity to solidify your group or organization by adopting a saying or symbol that describes your goals?"

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From
A Daily Dose of the American Dream,
by Alan C. Elliott
(Rutledge Hill Press)



Litigation GraphicsSM

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Question: Which Courtroom Visuals Win More Trials?

POWERPOINT
POSTERS

MAPS
PHOTOS
CHARTS

TIMELINES

TECHNICAL ILLUSTRATIONS

3-D ANIMATIONS

VIDEOS

Answer: 3-D MODELS

All of them. A pre-trial visual strategy consulting session at Litigation Graphics can help you determine which techniques will be most effective for your case.

10 Tips for Taking Control of Your Time

- 1) List everything you need to do today — in order of priority.
- 2) Make time for *important* things, not just urgent ones.
- 3) Write your goals. Then write the *steps* to your goals.
- 4) Set a starting time as well as a deadline for all projects.
- 5) Slice up big projects into bite-size pieces.
- 6) If you run out of steam on one project, switch to another.
- 7) Say no to new projects when you're already overloaded.
- 8) Trim low-payoff activities from your schedule.
- 9) For each paper that crosses your desk: act on it, file it, refer it, or toss it.
- 10) Use a PIM (Personal Information Manager), either paper or electronic, to manage your busy life.

Creative Ways to Grow Your Law Practice

Continued from page 1.

“What catchy phrase describes a major benefit or feature of your product (or service)? Do you have one that sets yours apart from the rest? If not, search for one. If you have one, recognize it as a treasure, and abandon it at your own risk.”

“A lot of advertising goes in one ear and out the other. Gimmicks may not be artistic, but getting people to hear you above the noise is all important.”

“A unique and distinctive name or symbol helps your company establish recognition. What distinctive traits do people see in you — and remember you by?”

“Even a good product (or service) needs a promotional idea that will catch the eye of the public and become in itself a spokesman for the product.”

“The recognition of a logo can have long term benefits and can even last from generation to generation.”

“Being shy about recognition is not a desirable character trait. Your accomplishments can inspire others. If you keep your achievements to yourself, you are preventing others from recognizing their own potential.”

*“Every calling is great
when greatly pursued.”*

— Oliver Wendell Holmes, Jr.

*“Nothing happens unless
first a dream.”*

— Carl Sandburg

*“Winning is the science of
being totally prepared.”*

— George Allen
HALL OF FAME FOOTBALL COACH

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A newsletter published by

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