



## MARYLAND STATE BAR ASSOCIATION CLIENT DEVELOPMENT/MARKETING TABLE OF CONTENTS

### ARTICLES

"Building Your Reputation: Promoting Services with Articles and Presentations" <i>ABA Law Practice Management</i> , April/May 2008	4 pages
"Five Things: Tips for Hiring a PR Firm" <i>ABA Law Practice Management</i> , April May 2008	2 pages
"10 Tips for Building a Clientele" <i>ABA Law Practice Management</i> , September 2008	2 pages
"Being SOLO: Create Your Own Business Networking Group" <i>GPSolo Magazine</i> , November 2008	3 pages
"Five Things: Care and Feeding of Clients in a Down Economy" <i>ABA Law Practice Management</i> , September 2008	2 pages
"Participating in a Not-For-Profit Networking Group" <i>Maryland Bar Journal</i> , July 2009	1 page
"Dealing With Difficult Clients" <i>Maryland Bar Journal</i> , May-June 2001	6 pages
"Marketing for Solo Practitioners" <i>Maryland Bar Journal</i> , May-June 2001	2 pages
"Small Marketing Steps with Big Impact" <i>GPSolo Magazine</i> , April-May 2009	4 pages

### ADDITIONAL WEB RESOURCES

Client Service Questionnaire

Originally in *MSBA Bar Bulletin*

[How to Write Your Own Marketing Plan](#)

[Characteristics Part 4: Keeping Clients Happy](#)

[Welcome To The 21st Century: Web 2.0 and Social Networking](#)

[Top Twenty Five Tips \(Plus one\) For Client Relations](#)

[Selling the Invisible: A Field Guide to Modern Marketing](#)

[Laugh Yourself Successful](#)