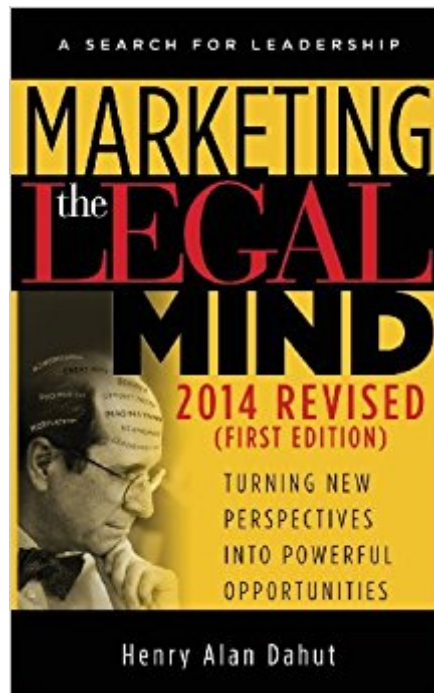




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# Marketing The Legal Mind: A Search For Leadership - 2014



## Synopsis

Supported by more than one hundred candid interviews with top law partners across the United States, this best-selling law practice management book reveals how law firms can become marketing giants by learning a new conceptual foundation behind professional service marketing, advertising, and most importantly the secrets behind delivering great client service. This book promises to unlock revenue potential, bring marketing goals into focus and bolster confidence for law firms of all sizes.

## Book Information

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## Customer Reviews

"A compelling and analytical roadmap to growing your law practice and a must-read for law firm leaders...." -- Martindale-Hubbell, Timothy Corcoran, V.P. Market Planning  
"A highly compelling and delightful read which demonstrates the expanding role of lawyers..." -- Dan Pink, Best Selling Author of Free Agent Nation and Whole New Mind  
"Henry Dahut's book is wonderful and thought-provoking." -- Linda Hazelton, Chair Education Committee, Legal Marketing Association  
"This book is a must read for all lawyers. Henry Dahut really understands the art of law firm marketing." -- Latham & Watkins LLP, Perry Viscounty, Partner & Chair of Global Marketing Committee  
"This is a great book...it belongs with the classics of law firm management and service marketing..." -- PM Forum Magazine, Steve Barrett, Marketing Strategist, Formerly CMO of Paul, Hastings, Janofsky & Walker

"Marketing the Legal Mind - A Search For Leaderhip in Lawyer Marketing" has been endorsed by

Martindale-Hubbell and other giants in the lawyer marketing field.

There are some good, basic points that every private practice law firm owner should know, such as just the sheer importance of seeing your firm from the perspective of someone contacting your law firm and going through whatever process you have. How does it make them feel? Does it provide them with confidence and assurance? It is so important to understand Quality Control even in a law firm and this book makes that clear. With that said, the book was for the most part somewhat distant from your typical small firm owner, like the owner was a law firm partner in a business firm for many years and is writing this book while smoking a pipe and wearing a suit with suspenders. It just didn't connect with me, and has some suggested procedures that just don't strike me as effective or practical, or that have been tested on a larger scale to prove their effectiveness. Seemed kind of hypothetical, and it's just not the kind of book for a small firm owner needing a nuts and bolts approach.

Few would dispute that the state of the legal profession has changed over the past two decades and not necessarily for the better. Law firms have lost sight of what it truly means to be of value to its clients. According to the author, the impact of this is no small matter, especially in a demanding and increasingly competitive marketplace and it is a failure that can almost always be traced back to a lack of inspired and authentic firm leadership. In his groundbreaking book, *Marketing the Legal Mind: A Search for Leadership* (revised and updated in 2014), attorney and marketing guru Henry Dahut shows us how law firms can move from a lawyer-centered practice to a client-centered one. He offers his readers a step-by-step process that can transform a firm into a thriving practice. Supporting his unique approach with accounts obtained from his interviews of nearly 100 partners nationwide, more than half of whom hail from large and established law firms, Dahut skillfully persuades readers to turn inward for the answers they seek about how to resurrect a practice that has long been lacking in depth and personal meaning. In so doing, readers are inspired to question who they are as professionals as well as who they are and want to be as people. That last question, Dahut argues, is key to creating the paradigm shift law firm leadership is in grave need of to save a floundering institution from going down the proverbial rabbit hole out of which it may never again rise. Discussing the necessity of firms to identify what he refers to as its inspired values, Dahut writes: "Marketing works best when there is no separation—no inconsistency—between what a firm says it is and how it actually goes about its business. Marketing should dictate the experience people have of the firm. It should shape people's

perceptions of the firm. It should describe the ways in which the firm holds itself accountable—“not only to its clients, but also to its employees, partners and all those who do business with the firm.” It is this lack of accountability, Dahut contends, that is responsible for the dissonance that frequently exists between what a firm offers, both to its clients and its members, and what it actually delivers externally and internally. Without these values first being clearly defined and effectively set into action, law firms cannot achieve the allegiance from clients as well as from attorneys that is necessary to ensure survival. Through a plan of action that can only be described as both logical and straightforward, Dahut offers invaluable advice and recommendations to firm leaders about how to first abdicate power for the greater good and pick an effective leader. An effective leader, according to Dahut, is one that can aid in defining more than a firm’s rudimentary mission statement and instead craft a charter that will aid the effectuation of change from the inside out as opposed to the outside in as so many firms mistakenly do with little long-term success. By assigning responsibility to those at key points throughout a firm’s hierarchy, Dahut ensures that in addition to happier and more satisfied clients, a firm’s constituents will be more content and, as a result, more productive as well. Leaders who follow and implement Dahut’s method will immediately begin to chart the course of their firm’s new identity and take their current practices from a place of stagnation or, worse, digression, into an era of development and expansion. “Marketing the Legal Mind: A Search for Leadership,” with its universal application, should be required reading in graduate level business courses that focus on professional services and at the law school level, indeed anywhere change is called for and growth is desired.

Having worked in professional development and CLE most of my legal career, for two national firms and the #1 Trial Advocacy law school, I learned a lot about attorney and firm DNA. Most attorneys love practicing law, but loathe the “business” of law. Practicing law and building a business require two different skill sets. Both are demanding. Both are often grueling. And marketing is an integral part of an attorney or firm building business. However, most attorneys will tell you having to market themselves or their firm falls near their least favorite activity of recording the billable hour. With Marketing the Legal Mind, Henry Dahut has drawn a roadmap for attorneys and firms to reimagine the process and purpose of marketing. Marketing can become more natural, more personal, more effective, and more enjoyable when it becomes branding through leadership, service, and passion. Unlike many legal marketing books, Marketing the Legal Mind is stripped of legalese and its friendly, often humorous, no-nonsense style makes it an easy, yet profound,

read. Reading this book will excite you. Following this book will reward you. Roger Curlin, Past President of ACLEA (Association of Continuing Legal Education)

Book Review: Marketing the Legal Mind, by Henry Dahut "Marketing the Legal Mind," manages to debunk the proverbial law school theory of separating logic from emotion and illustrates how the wise law practitioner can meld these two components back together to obtain not just a satisfactory legal outcome for a client but a satisfactory emotional outcome as well. Dahut illustrates why insight to the emotional mindset of a client and the emotional aspects of a case and how the issues affect clients within their proper life context are key. Emotional components are commonly overlooked in legal theory but knowing how and when to employ emotional knowledge can help a lawyer advise a client accept or reject a settlement offer, to make a counter-offer, or whether or not to take a case to trial. The wise lawyer will use this emotional advantage to create opportunities and possibilities otherwise thought impossible by traditional lawyer-like thinking; that is to separate logic from emotion. A lawyer who is able to gauge the emotional outcome of a case as well as the legal outcome is one step ahead with this approach to practicing law in today's challenging economic environment. "Marketing the Legal Mind" is bold and progressive in that it goes against much of what is taught in law schools, but even lofty professions such as law, the outcomes of which depend largely on precedent, can benefit from a healthy dose of a welcome change in the practice of law to help firms serve their client's needs in a kinder and gentler way. Pamela Bowman

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