A thriving practice is the goal of any law firm. With the explosion of the Internet and other technologies, opportunities for reaching out to colleagues and clients have multiplied exponentially. The days when a Yellow Page listing was enough are long gone. This guide includes business development tools available through the State Bar. Options include advertising, sponsorships, writing and speaking forums, website content, and referral sources. It also includes important information on the ethics of lawyer marketing.

Add these State Bar of Wisconsin business development ideas to your marketing arsenal to build your reputation, increase awareness of your practice, generate business, and grow revenue.
Don’t Get Lost in the Crowd!

Be seen in the *Wisconsin Lawyer* Magazine

This State Bar flagship publication reaches more than 24,000 attorneys each month and offers several opportunities for exposure.

- **Announcement Advertising:** Discounted rates are available to announce a firm milestone (new hires, promotions, office relocations, anniversaries, awards, etc.), or to honor the legacy of a deceased firm member.

- **Referral Advertising:** Use the *Wisconsin Lawyer* to promote your area of expertise and let your colleagues know you are available for referrals or to act as co-counsel. Ads in multiple issues are subject to frequency discounts.

- **Classified Advertising:** Advertise for positions available or wanted, office space for sale or lease, real estate or other items for sale, and more. Classified ads in the print *Wisconsin Lawyer* also appear online at no additional charge.

Contact Karen Richter at krichter@wisbar.org or (608) 250-6132 or (800) 444-9404, ext. 6132 for more information on *Wisconsin Lawyer* advertising. If you don’t have a marketing department, or access to a graphic artist, the State Bar will assist with the design and production of announcement or referral ads.

It’s not just who you know, but who knows you, that brings in new business.

**Other Opportunities in the *Wisconsin Lawyer***

**Author an Article:** A bylined article in the *Wisconsin Lawyer* will cement your reputation among your colleagues as an experienced practitioner in a particular area of law. You can also use reprints of your article to distribute to potential clients, or reference your article in your firm brochure or website. Contact Managing Editor Karlé Lester, (608) 250-6127, or klester@wisbar.org before you start writing to avoid duplicating an article already in progress. In addition to feature articles, other *Wisconsin Lawyer* writing opportunities include viewpoints, letters to the editor, and book reviews. Writing Guidelines can be found at www.wisbar.org/wl/ under “Contribute”.

“Members Only” Column: Is something special happening in your firm? If you’ve recently hired associates, named new partners, relocated, or received an award, let your colleagues know by submitting information to the “Members Only” (formerly *In the News*) column. There is no fee unless you include a photo ($30 each). Submit your items to membersonly@wisbar.org. Find more information at www.wisbar.org/wl/ under “Contribute,” or contact Peter Kraemer at (608) 250-6139 or pkraemer@wisbar.org.
Sponsor a State Bar Special Event

Sponsoring a luncheon, reception, refreshment break, or other special event at a State Bar Institute or meeting is an excellent way to gain positive visibility among colleagues and show your support of the profession. All sponsorships include recognition in print, online, and on event signage. For a list of upcoming events and sponsor levels and benefits, contact Karen Richter, (608) 250-6132 or krichter@wisbar.org.

Drive Traffic to Your Website

Take advantage of WisBar’s heavy traffic with a banner or button ad on the site’s most popular pages, as well as the InsideTrack e-publication. Your ad will link directly to your website. Discounts are available for multiple insertions. Contact Karen Richter, (608) 250-6132 or krichter@wisbar.org.

Use WisBar.org Online Classifieds for Immediate Exposure

If you can’t wait for the next print issue of the Wisconsin Lawyer, WisBar.org’s classifieds are the quickest way to advertise positions available, office space, real estate and other items for sale. WisBar’s classifieds are one of the site’s most popular areas with an average of 71,500 page views per month. Attorneys – or their staff – can self-post ads at www.wisbar.org/PlaceAnAd or email your ad to krichter@wisbar.org. Discounted rates are available to members and to law firm staff placing ads on a member’s behalf.

Use Direct Mail to Generate New Business

Direct mail is a widely accepted and highly effective method of generating new business. The State Bar maintains the most current database of Wisconsin attorneys and makes this list available for direct mail campaigns (sorry, no emails). Lists by geographical location, gender, areas of practice, section membership, age, and graduation date are just some of the many options available. Download an order form at www.wisbar.org/ListOrderForm, or contact a State Bar Customer Service representative at (800) 728-7788.

Reach Your Community Directly

Promote your practice in your community and educate your clients with the State Bar’s Consumer Pamphlets Series and Consumer Handbooks. The series includes nearly 20 pamphlets that address a variety of common legal topics; the three handbooks address end-of-life planning, probate issues, and guardianship responsibilities. Display pamphlets and handbooks in your office, distribute them within the community, donate to civic organizations, or use them as effective leave behinds. With space to add your firm name and contact information, these publications are excellent ways to promote your firm’s reputation and generate new business. See www.wisbar.org/MarketingResources.

Maximize the Effectiveness of Your Website

Did you know that relevant content on your website increases your placement in search results? Having a website is only half the battle … getting users there is the other. We can help you with both search result placement and content! With minimal investment, you can license any of the Consumer Pamphlet Series pamphlets for use on your website. This provides you with an excellent opportunity to get noticed online. Learn more at www.wisbar.org/MarketinResources.

Receive Prescreened Referrals from LRIS

The State Bar’s Lawyer Referral & Information Service (LRIS) is the largest referral service in the state and connects legal consumers with resources that meet their needs. Callers to LRIS are screened for their need to hire an attorney, and their ability to pay. They are then referred to an LRIS member who practices in the appropriate area of law. Over the past five years, LRIS referrals have generated more than $10 million in fees for members. The average payment received by an LRIS member for an accepted case was $1,270. Register today at www.wisbar.org/Lris, or contact Member Services Manager Patricia Ruppert, (608) 250-6131 or pruppert@wisbar.org.

Share your Knowledge through the Lawyer-to-Lawyer Directory

The Lawyer-to-Lawyer Directory allows State Bar members to readily identify other lawyers who have background and experience in specific areas of law and are willing to share their knowledge in brief (generally 10 minute) telephone consultations. Find more information at www.wisbar.org/LawyerToLawyer.

Contribute to PINNACLE®

As the largest provider of CLE in the state and owner of one of the largest libraries of Wisconsin law books, State Bar of Wisconsin PINNACLE provides current, relevant, and practical legal information to members through books, seminars, and Institutes. For information on speaking opportunities, topic suggestions, or submitting a seminar proposal contact Attorney Tim Clark, PINNACLE Seminars Manager, (608) 250-6110 or tclark@wisbar.org. For writing opportunities, book suggestions, or for information on submitting a book-project proposal contact Attorney Judi Knight, Managing Editor, (608) 250-6141 or jknight@wisbar.org.
FAQs ON THE ETHICS OF LAWYER MARKETING

Q: What can I say about the services I offer?

A: Wisconsin Supreme Court Rule (SCR) 20: 7.1 sets forth the basis for all advertising by stating: "A lawyer shall not make a false or misleading communication about the lawyer or the lawyer’s services. A communication is false or misleading if it (a) contains a material misrepresentation of fact or law, or omits a fact necessary to make the statement considered as a whole not materially misleading; or (b) is likely to create an unjustified expectation about results the lawyer can achieve, or states or implies that the lawyer can achieve results by means that violate the Rules of Professional Conduct or other law: or (c) compares the lawyer’s services with other lawyers services, unless those services can be factually substantiated; or (d) contains any paid testimonial about, or paid endorsement of, the lawyer without identifying the fact that payment has been made or, if the testimonial or endorsement is not made by an actual client, without identifying that fact.” Lawyers should use appropriate disclaimers or qualifying language to prevent unjustified expectations or misleading potential clients (see Comment [3]). (See also, generally, Wisconsin Ethics Opinions E-90-1 and E-90-2).

Q: Where am I allowed to advertise?

A: SCR 20:7.2(a) notes that lawyers may advertise their services "through written media, recorded or electronic communication, including public media.”

Q: What information must I include in my advertisement?

A: SCR 20:7.2(c) provides that any communication regarding a lawyer’s services must include the name of at least one lawyer or law firm responsible for its contents. Additionally SCR 20:7.3(c) requires that “every written, recorded or electronic communication ... soliciting professional employment from a prospective client known to be in need of services in a particular matter” must include the words “Advertising Material” on the outside of the envelope and at the beginning and end of any recorded or electronic communication.

Q: Can I advertise that I will pay referral fees?

A: No. SCR 20:7.2(b) prohibits paying referral fees. It states: “A lawyer shall not give anything of value to a person for recommending the lawyer’s services.” However, lawyers may pay the reasonable cost of advertising or written communication, the usual charges of a not-for-profit lawyer referral service or legal service plan, or may pay for a law practice in accordance with Rule 1.17. A lawyer may also participate in a “reciprocal referral agreement” as long as it is not exclusive and the client is informed about the agreement. Comment [8] states that a lawyer receiving a referral from another lawyer or nonlawyer professional must not pay anything solely for the referral. Referral fees between lawyers pursuant to SCR 20:1.5(e) are permissible. (See Wisconsin Ethics Op. EF-10-02).

Q: Can I pay to belong to a lawyer referral service?

A: SCR 20:7.2(b)(2) only allows lawyers to pay to participate in a not-for-profit referral service, such as the State Bar’s Lawyer Referral and Information Service (LRIS).

Q: Can I advertise to sell my legal practice to another lawyer?

A: The rules are silent as to this specific matter. However, lawyers are permitted to sell their law practices to other lawyers pursuant to SCR 20:1.17. There is no Rule that specifically prohibits lawyers from advertising to other lawyers for the sale of a practice so long as the advertising adheres to SCR 20:7.1 & 7.2.

This information should not be relied upon as a substitute for individual legal advice or your own independent professional judgment. For additional information contact Ethics Counsel Tim Pierce, (608) 250-6168 or tpierce@wisbar.org.

Ethical Dilemma?

Don’t leave it to chance.
Call the State Bar of Wisconsin’s ethics counsel at (800) 444-9404, ext. 6168.
www.wisbar.org/ethics