LexVid Services, Inc., Presents:

Law Practice Marketing: Practical and Ethical Considerations

Total: **120 Minutes**

Speakers:
Cliff Ennico

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One of the great things about being a lawyer is that you don't have to spend your life working for other people: you can always "hang out your shingle" and practice on your own. When you start your own law practice, you are an entrepreneur, and will face many of the same challenges entrepreneurs face when starting new businesses. Make no mistake: your success in a solo law practice will depend on how well – and how aggressively -- you market your practice and skills. Do it well, and you stand a good chance of success. Do it poorly, and sooner or later the phone stops ringing.

In this fast-paced, entertaining presentation, you will learn the ethical do's and don'ts for the most common ways lawyers market their practices.

Agenda –

- Choosing the Right "Practice Mix" and Client Base– (20 min.)
- **Ethics:** The Five Pillars of Ethical Law Practice Marketing (20 min.)
- Your Firm Name and Marketing Materials (20 min.)
- **Ethics**: Lawyer Advertising and Article 7 of the Model Rules of Professional Conduct (20 min.)
- **Ethics**: Ethical Issues in Public Speaking (10 min.)
- Law Firm Website and Social Media Issues (20 min.)
- **Ethics**: Ethical Issues in Participating in Attorney Referral Networks (10 min.)

Total: 120 minutes (60 ethics)

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Presenter: Clifford Ennico

Mr. Ennico graduated magna cum laude from Dartmouth College in 1975, and got his law degree from Vanderbilt University School of Law in 1980, where he was Articles Editor of the Vanderbilt Law Review.

During the 1980s, he worked for a succession of law firms in New York City, where he specialized in corporate finance, venture capital and securities law. After a brief stint during the early 1990s as in-house counsel for General Electric Capital Corp., he worked as a corporate/business lawyer for two Connecticut law firms before launching his own practice in 1996.

Mr. Ennico is admitted to practice law in New York and Connecticut, and is in good standing in both states.

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