

One page sales letter, promoting consultant's tele-seminar designed to teach attorneys how to effectively market their legal practice

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**Take The PAIN Out Of Marketing Your Legal Practice!  
(What They *Didn't* Teach You In Law School)**

Dear [Prospect Name],

The California Minority Counsel Program (CMCP) is sponsoring a power-packed six week tele-class designed to give you the information you need to *market yourself and your firm effectively to corporate buyers*. In addition, the class will help you develop confidence in using these new techniques to *turn prospects into clients*.

If you're like most attorneys, your marketing efforts aren't producing the results you'd like because *marketing is a pain!*

This course is uniquely designed to give you the tools you've been missing to help *make your marketing efforts more productive*, without the pain you usually associate with networking, cold-calling, booking appointments, etc. The ability to market yourself effectively provides greater recognition for you and your firm, increased billings, and more opportunities to do the work you love.

The techniques you'll master in this six-week tele-class will help you:

- Identify the "ideal clients" for your practice.
- Discover what prospects want to buy (and why most attorneys' new business presentations *completely miss the point!*)
- Learn how to advance each new business opportunity from "introductions" to "clients."
- Continue to bring new clients to your practice long after you've completed this training.

Maria Talamini, a business development consultant who's been a well-received speaker at previous CMCP functions, facilitates this special tele-class. Maria's firm, Sweet Success, has specialized in helping busy professionals grow their practices since 1989.

Maria has created a unique approach to helping attorneys:

- Target *real prospects* with *proven strategies* to get more appointments,
- Structure those appointments for the ideal outcome, and
- Lay the foundation for follow-up that *turns prospects into clients*.

A limited number of enrollments are being accepted for this special tele-class offering. The course fee is \$250.00 (plus call costs). If you'd like more information, or to reserve your space, contact Maria at (000) 000-0000 or email her at maria@emailaddress.com.