

SYLVESTER LAW FIRM ONE PAGER (5/2009)

1000 Skokie Boulevard, Suite 420, Wilmette, IL 60091 ♦ (847) 251 – 2999

Did You Know...?

- ♦ I spent my recent vacation in **Ocala, Florida**. Ocala is about 60 miles north of Orlando. Being in Ocala feels like being in Wisconsin. Ocala is horse country, where many thoroughbreds are raised because of the rich lime in the soil, so I'm told. Because Ocala has a "mid-west" feel, I suspect that snowbirds adapt to it much quicker and more successfully than places like Ft. Myers, Miami, Boca Raton, etc.
- ♦ My **divorce and family law practice** is underway. I am finding that divorce and family law fits well within an established estate law practice. I am confident that my estate law "brand" will continue to be strong despite my emergence into family law.
- ♦ I have created a **new and separate web-site** for my divorce and family law practice. You can visit it at www.SylLawFirm.com. Just like my estate law web-site at www.SylvesterLawFirm.com, I will continue to add new content and useful forms on the new site.
- ♦ On April 29, 30 and May 1, I'll be receiving special training in **Collaborative Divorce** in Madison, WI. The training is through the Collaborative Family Law Council of Wisconsin, Inc.

Business Development Tid-bits

- ♦ I have one web-site for my estate law practice and a separate web-site for my divorce and family law practice. The goal in having two separate web-sites is to establish two separate and distinct brands. Consider whether you would be better off with a separate web-site that focuses on one brand. For example, a financial planner might have a general financial planning web-site. However, if the financial planner wants to brand himself/herself as a specialist in financial planning for dentists, he/she should consider creating a web-site that only addresses issues related to financial planning for dentists.
- ♦ Maintain a set of **professional headshot photos**, including electronic versions of same. Consider using your photo in more of your written marketing pieces, and in your e-mail signature block. Your photo will more greatly personalize your communications, which is critical.
- ♦ If you have any clients who fared okay in the financial markets over the last year, have those clients write you a **testimonial** and ask them if they would be willing to serve as a reference. I maintain a portfolio of all testimonials and letters of recommendation from former clients. I like to show the portfolio to prospects during the initial meeting.
- ♦ Make sure you have **recently dated magazines in your waiting room**. Often, the magazines provide a first impression in the mind of prospects. Recently, I had to meet with another lawyer at his office. I was surprised to see a Time Magazine from August 2004 and a Newsweek from January 2005. That told me that this attorney does not pay close attention to detail. Sure enough, I soon found out that his lack of attention to detail permeated his legal work to the great detriment of his client. My client was so much better off because of that opposing lawyer's sloppiness and lack of attention to detail.

Recommended Product and/or Resource

- ♦ **Private Wealth Magazine**. You can obtain a *free* subscription through www.pw-mag.com. The content is usually good and it will look nice in your waiting room.
- ♦ If you are thinking of upgrading your computer, printer, and/or copier, I highly recommend that you consider **HP products**. HP products last a long time, and its technical support division seems to be good. I used to buy Dell products, but ended up having a horrible ordering and maintenance experience. In my estimation, Dell has very much degraded over the last few years.