

**“I have never offered these sample marketing documents to anyone other than my clients. Until now.” *Trey Ryder***

**Discover how to build a marketing argument that is  
> Competent! > Complete! > Compelling!  
...and puts other lawyers' marketing messages to shame!**

## **The Ryder Method of How To Create a Powerful Marketing Message <sup>TM</sup>**

**Secrets and strategies you can use right now to create a compelling message -- and avoid the fatal mistakes nearly every lawyer makes!**

**(To review the Order Form, go to page 8.)**

### **Dear Lawyer:**

The biggest failing in lawyer marketing is trying to attract clients with an incomplete marketing message.

Some lawyers swear that advertising and publicity programs don't work. Others have never made a dime from a seminar or newsletter.

But you can't blame the method. After all, no method will work if it does not deliver a competent, complete, compelling marketing message.

### **IF YOU DON'T HAVE A POWERFUL MESSAGE, YOU'RE SUNK!**

You can spend a ton of money on advertising, but if you don't deliver a persuasive and attractive message, no one will respond.

You can invest \$25,000 a month to get media publicity. But if your publicity doesn't deliver a competent marketing message, you've wasted your money.

For 35 years, I've laid the foundation and tested approach after approach -- document

after document. In this seminar, I'll share with you the documents that have proved to be most effective -- most profitable -- most persuasive.

## **LAWYERS AND MARKETERS WELCOME EDUCATION-BASED MARKETING**

When editors at the American Marketing Association learned about this unique method, they featured it on the front page of their national publication, Marketing News.

When I presented this program in Portland for the Oregon State Bar, 97% of the lawyers rated it "Excellent."

When I explained this method to the Commercial Law League of America in downtown Chicago, 250 lawyers crowded into the seminar room, with two rows of lawyers standing at the rear.

When I shared this method at the General Session of the Colorado Bar Association's Estate Planning Retreat in Breckenridge, you could hear a pin drop in a room filled with 175 lawyers and exhibitors.

When I delivered this seminar by video-conference to the exclusive Inner Circle of Advocates, 100 of this country's top plaintiffs lawyers listened carefully as I explained education-based marketing -- the most powerful, profitable way to attract new clients in today's ultra-competitive marketplace.

## **NOW, YOU'LL LEARN HOW TO BUILD YOUR OWN UNIQUE, COMPELLING MARKETING MESSAGE**

You'll discover key facts I included in lawyers' marketing messages that

- Increased the number of seminar attendees requesting a free consultation from one lawyer from zero to 91%.
- Secured a newspaper article that filled a lawyer's seminar with 233 prospects.
- Attracted calls from 426 qualified prospects after a lawyer appeared on a call-in radio talk show.
- Resulted in a full-page feature article in a business newspaper in which a lawyer explained how business owners can protect themselves from defamation lawsuits.
- Drew 86 prospects to a lawyer's seminar after a small article in the local newspaper.
- Landed an interview for a lawyer on the TV mid-day news, which resulted in calls from 200 prospects within three hours, over 500 in all.

- Showcased a lawyer on his city newspaper's front page after he filed a large lawsuit.
- Attracted prospects to a lawyer's personal injury seminars, after which 40% hired his services.
- Generated new prospect inquiries to a lawyer's office at the rate of 80 calls per radio commercial.

## **WHEN YOU ENROLL IN THIS PROGRAM, YOU'LL DISCOVER...**

- Critical parts of the marketing message most lawyers miss
- How to harness the remarkable power of proof documents
- 6 essential elements of a profitable marketing message
- How to determine the most persuasive content for your educational materials
- How to clearly set yourself apart from competing lawyers
- How to format materials to seize your reader's interest and generate a response
- How to educate prospects when they don't know they have a problem
- How to write persuasive educational handouts
- How to offer services in ways prospects find irresistible
- The most effective number of handouts
- How to increase your documents' eye appeal
- Persuasive parts of your mailing packet that you can also post on your web site
- How to write a cover letter that motivates prospects to respond
- How and when to disclose fees for the maximum positive impact
- When you should (and should not) use negative, risk-oriented arguments
- How to make your fees seem low, even if they're higher than the market
- How to effectively use testimonials (in jurisdictions where they are allowed) -- and where they are not allowed, what you can use instead
- How to motivate people to book an appointment with you now
- How to inject urgency into your message, without adding sales pressure
- How to identify and make the most of your competitive advantages
- How to write your message so prospects call you before they call other lawyers
- How to quickly establish the highest possible level of trust
- Efficient ways to answer frequently asked questions
- What to include to add power to your biography
- What document you can give prospects that helps you identify their hot buttons
- How to define hiring criteria so you're (almost) the only lawyer who qualifies
- Steps you can take to persuade people to move forward without delay
- How to create marketing materials that screen out the prospects you don't want
- How to use selective redundancy to clearly make your point
- Key elements of a powerful marketing photograph
- Photo mistakes most lawyers make
- How to choose words to convey your marketing message

- How to build into your materials myriad reasons for prospects to contact you
- Which works better, simple or complex messages
- The most effective way to convey basic facts to your prospects
- The caption that reinforces your position as an authority in your field
- How to build a message that qualifies your prospects
- How to create a message so you attract calls from prospects during the first stage of the decision-making process
- How to design your message so you can count the number of prospects who respond
- How to create materials that give you a significant advantage over competing lawyers

**PLUS -- YOU'LL GET SAMPLE DOCUMENTS, BUILT ON TIME-PROVEN PRINCIPLES, INCLUDING**

- Educational handouts in their most persuasive formats
- Biography (the format I use with every client)
- Services letter, including frequently asked questions
- Case histories
- Written schedule of services and fees
- By-lined articles
- Testimonials

**PLUS -- YOU'LL RECEIVE 7 POWERFUL DOCUMENTS I USE WITH CLIENTS, WHICH I IDENTIFY AND EXPLAIN ONLY DURING THE SEMINAR**

**YOU'LL RECEIVE 63 PAGES OF EXHIBITS, PLUS THE SEMINAR OUTLINE AND SEMINAR HANDOUT.**

Without exaggeration, this could be the most profitable seminar you ever attend. And depending on your fees, you could recoup your entire investment with your first new client. So order these CDs today because this is one seminar you cannot afford to miss!

**READ WHAT RESPECTED LAWYERS SAY ABOUT TREY RYDER'S MARKETING METHOD AND SKILLS**

**Trey Generates Ideas With a Facility That Houdini Would Admire**

"Trey Ryder is one of the most creative and thought provoking thinkers on issues relating to current day lawyering. He is practical yet generates common sense ideas with a facility that Houdini would admire." **James G. Derouin, Partner; Steptoe & Johnson; Phoenix, Arizona**

### **Trey's Tips Have Helped Us Grow from 2 to 6 Lawyers in Just 2 Years**

"Finally marketing that applies to attorneys. Trey Ryder's Lawyer Marketing Alert is excellent. His ideas are full of useful information, real bread and butter ideas you can use to grow your practice. We have used many of his tips. Our firm has grown from two lawyers to six in just two years. Every law firm, large and small would benefit from his marketing tips! I look forward to his weekly newsletters for new marketing strategies. Thank you Trey." **Howard E. Spiva; Personal Injury Trial Lawyer; Savannah, GA**

### **Trey's Suggestions are Creative, Unique and Useful**

"Trey, Your lawyer marketing alerts are terrific! I have found your suggestions to be creative, unique, and useful -- definitely not a rehash of the typical marketing advice lawyers get. I have told my colleagues about your alerts, and several have subscribed. Thanks so much!" **Cynthia Calvert, Attorney at Law; Ellicott City, Maryland**

### **We Consider Trey's Assistance Invaluable**

"Trey, Your newsletter idea has generated so much activity that we have more than paid for the cost of doing it. Cultivating the client base is the key to any successful law firm (or any other business for that matter). Your marketing tips have increased our revenue and helped us to have a higher degree of client satisfaction. We consider your assistance invaluable." **Charlie Flaxman; Flaxman & Lopez, PA; Hollywood, Florida**

### **Trey's Suggestions Are 'On the Money'**

"Trey, The advice I find in your marketing materials is very helpful. The suggestions you make are on the money and keep me focused on the marketing aspect of practicing law. No doubt they make me money!" **Stephen Allen Jamieson, Partner; Solomon, Saltsman & Jamieson, PC; Los Angeles, California**

### **Trey Offers Excellent Points for the Marketing Lawyer**

"You have offered several excellent points for the marketing lawyer. One such point has to do with the amount of the fee that a lawyer charges. A lawyer who charges more, and demonstrates that he or she is worth the price, garners clients and their respect (people expect and would rather pay more for a better product, than to pay less for sub-par legal services)." **Chandler W. Mason; Fellows Johnson and La Briola, LLP, Trial Attorneys; Atlanta, Georgia**

### **Trey Focuses My Attention on Marketing That Maintains Integrity**

"Trey's email messages have helped me focus my attention on the marketing that works best for my firm, and that maintains the integrity of the legal profession. I have placed a fee schedule on my website as a direct result of Trey's advice." **Mark Quandahl; Brumbaugh & Quandahl, PC; Omaha, Nebraska**

### **Trey is the Most Creative Legal Marketing Consultant**

"Trey Ryder is the most creative legal marketing consultant I've dealt with in 15 years. He has helped me develop a successful and dignified marketing plan." **Charles M. Campo, Jr; Campo Anderson, LLP; Boston, Massachusetts**

### **Proposals Directly on Point**

"Trey Ryder's education-based marketing approach provides timely and concise marketing tools for the current challenges in professional attorney marketing. His proposals are directly on point for the business of lawyering in today's competitive arena." **Brian Rosenthal, Attorney at Law; Little Rock, Arkansas**

### **Trey's Methods are Absolutely Ethical and Dignified**

"After years of working with marketing professionals on behalf of two different law firms, Trey Ryder is at the top of my list. He emphasizes methods that are imminently practical, and they get results. Even better, his advice and methods are absolutely ethical and dignified. I recommend him to any attorney who wants to build a dynamic legal practice." **James E. Wren; Williams, Squires & Wren, LLP; Waco, Texas**

## **DISCOVER HOW TO STOP COSTLY LEAKS IN YOUR MARKETING MESSAGE**

The sooner you discover how to create a powerful marketing message, the sooner you'll attract new clients -- increase referrals -- carve out your unique niche -- and become the authority in your field of law.

Right now other lawyers are learning how to write persuasive messages -- create powerful advantages -- design compelling reasons to hire them. Can you afford to let them gain a competitive edge?

During this seminar, I'll take you step by step through how I write documents for my clients. Plus, you'll get 63 pages of sample documents and formats you can use for your own marketing materials. Then you'll have the facts you need to create your own unique, compelling marketing materials.

Order these CDs today without risk. Then test these proven documents and methods for up to 60 days at my risk. If you don't agree that this seminar is as valuable as I say it is, return the CDs within 60 days for a full refund.

Please fax your order today. I guarantee you'll discover how to create a marketing message that puts you miles ahead of your competitors. Plus, I guarantee you'll be pleased -- or I'll return your money, no questions asked!

**SEMINAR PROGRAM:** The price of this seminar program is small. I won't ask you to pay \$1,000. Or \$699. Or even \$499. You can own this set of 2 CDs -- and profit from these powerful marketing materials -- for just \$249. (Most lawyers cover the cost with their first new client.)

What's more, you're protected with my 2-month money-back guarantee.

So don't put it off. Invest now in your future -- your career -- your success!

Order your CDs today because this is one seminar you cannot afford to miss.

Cordially,

***Trey Ryder***

**You'll find the ORDER FORM BELOW:**

# *Order Trey Ryder's Seminars Here -- Risk Free!*

**Follow these five steps:**

## **>> STEP #1: SELECT THE QUANTITY AND PRODUCT(S):**

On the line, write the number of seminar programs you're ordering:

**The Ryder Method of How to Create a Powerful Marketing Message™**  
\_\_\_\_\_ 2-CD Program with a written outline, handout and exhibits (\$199)

**“You Made The Front Page!”**  
**The Ryder Method of Education-Based Publicity for Lawyers™**  
\_\_\_\_\_ 2-CD Program with a written handout and exhibits (\$199 US)

**The Ryder Method of Education-Based Marketing for Lawyers™**  
\_\_\_\_\_ 2-CD Program with a written handout (\$199 US)

**How to Advertise: 205 Proven Tips, Secrets and Strategies You Can Use Right Now to Increase Response to Your Ads™**  
\_\_\_\_\_ 2-CD Program with script (\$199 US)

## **>> STEP #2: ADD SHIPPING, if appropriate:**

**Shipping Included:** If the shipping address is within the Continental United States, shipping charges are included in the price of this seminar program.

**Shipping, Added Charge:** If the shipping address is outside the Continental United States, send an e-mail to [trey@tretryder.com](mailto:trey@tretryder.com) and ask about shipping charges.

## **>> STEP #3: FILL IN PAYMENT INFORMATION:**

\_\_\_ Check or money order enclosed (payable to Trey Ryder LLC).

\_\_\_ Please charge to the following credit card:

Circle one:                    MasterCard                    Visa                    American Express

Card number: \_\_\_\_\_ Exp Date \_\_\_\_\_

Exact Name on Card: \_\_\_\_\_

Firm Name, if also on the Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, ST Zip Code: \_\_\_\_\_

Billing Phone Number: \_\_\_\_\_

► Please make sure your payment is in U.S. funds. Sorry, no billed accounts or CODs.

**>> STEP #4: FILL IN YOUR SHIPPING ADDRESS:**

Send to the Billing Address    OR     Send to the Following Address:

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Phone Number: \_\_\_\_\_(so I can get more information, if needed)

E-mail Address: \_\_\_\_\_(so I can send your paid receipt)

**>> STEP #5: SEND THIS ORDER FORM TO TREY RYDER:**

**FAX THIS FORM** with your credit card information to Trey Ryder's personal fax machine: 928-468-2000. (No cover sheet required.) OR --

**MAIL THIS FORM** with your check or credit card information to Trey Ryder LLC, P.O. Box 2115, Payson, AZ 85547. OR --

**CALL ME toll free at 1-888-Trey Ryder (1-888-873-9793)** and I'll gladly accept this information from you over the telephone.

**Thanks!**

***Trey Ryder***