

***“You’re Invited To Join Trey Ryder For This  
Eye-Opening Seminar Of Discovery!”***

>> DISCOVER how to generate all the newspaper articles and broadcast interviews you want.

>> DISCOVER insider secrets p.r. professionals don’t know.

>> DISCOVER how to build positive relationships so editors call you for articles and interviews.

***You’ll discover all this and more  
in Trey Ryder’s unique seminar:***

***“You Made The Front Page!”***

***The Ryder Method of  
Education-Based Publicity For Lawyers™***

***A practical, hands-on seminar where you’ll learn how to attract new clients, increase referrals, strengthen client loyalty and build your image as an authority through articles in print and interviews on radio and TV.***

Dear Lawyer:

Gerry Spence appears on Larry King Live. A lawyer writes a legal column for the local newspaper. Or ***YOU*** appear on the evening news to discuss your latest big case.

Whether publicity is nationwide -- or just around town -- when used correctly, publicity can attract the clients you want.

Creating a publicity program to attract new clients isn’t hard. But, like anything else, if you don’t know the steps, you might think it’s impossible.

I’ve heard dozens of lawyers complain about public relations programs that generate tons of exposure -- but never attract a single new client, which reinforces the fact that...

## **MOST PUBLIC RELATIONS PROGRAMS DON'T WORK!**

Here's the secret: When you make your publicity effort a key element in your marketing program, your publicity will attract new clients and increase referrals. But, if you don't design it with a marketing purpose -- and build it on proven marketing principles -- you might get media exposure, but you may also discover it's a hollow victory when your phone doesn't ring.

I started generating articles and interviews back in the 1970s. During the 1980s, my wife and I hired 3 p.r. firms, assuming they knew more about publicity than we did. (I'll never hire a p.r. firm again!)

And since the early 1990s, mostly through CLE programs, I've taught my publicity method to lawyers. If you want to learn insider secrets -- and how to make publicity a key part of your marketing effort -- you're invited to attend this eye-opening program.

## **DURING THIS SEMINAR, YOU'LL DISCOVER...**

- > 12 publicity misconceptions that cost lawyers a fortune
- > How to get positive publicity – and avoid negative publicity
- > 9 ways you benefit from news articles and interviews
- > Who you must know to get publicity
- > How to get publicity even if you don't advertise
- > Why your publicity opportunities today are greater than ever before
- > Where you can find countless publicity opportunities
- > 3 recent media trends that affect your success
- > 4 ways to use publicity to bolster your marketing effort
- > How to create a news message that editors want to print
- > Key elements that make your story idea newsworthy
- > The most important question you can ask
- > What information editors need
- > How to make sure what editors want
- > The two biggest mistakes public relations people make, over and over
- > How to choose the most effective publicity tool
- > Why most p.r. programs don't work – and how to make sure yours does
- > How to prepare and send your message
- > 6 times a news release is a good choice (and 3 times it's a bad choice)
- > When it's appropriate to send a memo of expertise
- > 6 times a query letter is a good choice (and 2 times you should avoid it)
- > How to approach a current columnist
- > How to submit to an editor a feature article you wrote
- > How to get an ongoing column in a publication
- > How to write powerful support documents
- > When and how to use photographs
- > When to call an editor – and when not to
- > How to send materials and follow up with editors

- > When you should offer an exclusive
- > 3 things you should never say to an editor
- > 6 mistakes you should avoid when presenting your story idea
- > How to create an educational message that attracts the prospects you want
- > How to integrate your competitive advantages into publicity
- > How to weave your opinions into articles and interviews
- > The key part of the marketing message most lawyers overlook
- > How to merge your news message with your educational message so your publicity attracts new prospects
- > The 2 biggest secrets of media success
- > What to do when the editor says yes
- > 4 things you should never do during an interview
- > The most important part of any interview
- > How to handle rejection: what it means and doesn't mean
- > 4 most common turn-down lines editors use
- > When and how to use the same story again
- > How to hire help, if you want to
- > 15 tough questions to ask a writer or publicist before you write a check
- > How to create the appearance of publicity
- > Laying the groundwork for success: 3 key questions you must answer
- > How to survive and profit from an interview with the press: 13 key points
- > 21 tips for a successful call-in radio interview
- > Tips for an ongoing publicity strategy
- > Much more

**PLUS: YOU'LL GET SAMPLES OF ACTUAL DOCUMENTS, INCLUDING A...**

- > News Release Offering a Story
- > News Release Announcing a Seminar
- > News Release Announcing Free Educational Materials
- > Memo of Expertise
- > Question/Answer Column
- > Query Letter
- > Biography
- > News Release Rules
- > More

**PLUS... You'll receive a packet of published articles featuring lawyers.**

**PLUS... You'll learn the same methods I used to help these lawyers achieve their publicity goals.**

**YOU'LL DISCOVER...**

- > How an attorney appeared on a radio talk show and received calls at his office from 426 prospective clients.
- > How an attorney drew over 400 inquiries after an article in a targeted newspaper.
- > How a small article in a metro paper packed one lawyer's seminar with 233 prospective clients.
- > How an attorney who was interviewed on the TV mid-day news drew 200 calls within 3 hours after the interview, and over 500 calls in all.
- > How a lawyer who filed a major lawsuit appeared on the front page of his city's newspaper.
- > How an attorney got a full-page feature article in a business newspaper.
- > How a small article in a weekly newspaper packed a lawyer's seminar with 86 prospective clients.
- > How a lawyer who was previously a professional musician was featured in an article that covered 90% of the newspaper page.
- > How a lawyer appeared as a guest on a morning TV news show twice within three weeks.

**PLUS... You'll learn the unusual stories behind these feature articles:**

- > How a lawyer sent an article by e-mail, which soon resulted in a front page national story in a magazine that reached 14,000 of his prime prospects.
- > How my wife, Stephanie, a diabetes educator (my publicity guinea pig), was featured in a 2-part interview on the evening news and drew 185 phone requests for information. How she was featured in a Sunday Arizona Republic article that attracted 310 requests. How another article in the Arizona Republic drew \$1200 in newsletter subscriptions. How she promoted her newsletter in Ann Landers' advice column and drew 19,000 written inquiries the first week!
- > How the first call Stephanie made to an editor resulted in a 6-column wide article -- (the full width of the newspaper) -- on the Front Page!
- > How my method of education-based marketing was featured by the American Marketing Association on the front page of its national publication, Marketing News -- all by surprise, on its own merits, without any help from me.

**PLUS... You'll gain powerful new skills you can put to work right away.**

**You'll know how to use media publicity to...**

- > Attract new clients
- > Increase referrals
- > Strengthen client loyalty
- > Build your image as an authority
- > Establish unquestioned credibility
- > Create a positive identity
- > Generate qualified inquiries
- > Emphasize your competitive advantages
- > Develop new referral sources

**At the end of this seminar, you'll know...**

- > How to get your story into the media
- > How to make publicity a powerful part of your marketing effort -- and
- > How to effectively work with media decision-makers.

**You'll get a wealth of useful, practical information -- a bargain at 10 times the price!**

Your investment in this seminar program is small. I won't ask you to pay \$1,000. Or \$500. Or even \$350. You receive two CDs, plus the seminar handout and exhibits, for just \$199. (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:

**"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)

**The Ryder Method of How to Create a Powerful Marketing Message™**

\_\_\_\_\_ 2-CD Program with a written outline, handout and exhibits (\$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@treyryder.com](mailto:trey@treyryder.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***