



TREY RYDER
Lawyer Marketing Specialist



The Ryder Method of Education-Based Marketing For Lawyers™

This doesn't look like
your typical catalog...

...and it isn't. Here's why:

On the following pages, you'll see the seven seminars and one encyclopedia I offer on CDs. On pages 7 and 8, you'll find my **No-Risk Savings Certificate**, offering substantial discounts...

At least 30% off -- and up to 50% off!

I hope this will motivate you -- or someone in your office -- to take steps to improve your marketing results. And, during this slow economy, this helps me feel as though I'm doing something to help.

All the best!

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

>> STEP #1: Please mark the programs you want on the Savings Certificate on Page 6. <<

>> The Ryder Method of Education-Based Marketing For Lawyers™

How to Attract New Clients, Increase Referrals, Strengthen Client Loyalty and Build Your Image as an Authority--Without Selling! Editors at the American Marketing Association featured this unique method on the front page of their national publication, Marketing News. When I presented this program for the Oregon State Bar, 97% of the lawyers rated it "Excellent." Discover > How to attract calls from the prospects you want to reach > How to overcome phone-call fear > How to get prospects to eagerly pay you higher fees than other lawyers charge > How to fill seminars with prospective clients > When you should (and should not) use negative, risk-oriented arguments > Much More! **You get CDs, written handout and script for only \$199.**

>> "You Made The Front Page!"

The Ryder Method of Education-Based Publicity For Lawyers™

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. Discover the same method a lawyer used to secure a small newspaper article, which filled his seminar with 233 prospects. Learn how a lawyer secured an interview on the TV mid-day news, which resulted in calls from 200 prospects within three hours, over 500 in all. Discover > How to create a news message that editors want to print > The most important question you can ask > 3 things you never say to an editor > The 2 biggest secrets of media success > Much More!

You get CDs, written handout, exhibits and script for only \$199.

>> The Ryder Method of How to Create a Powerful Marketing Message For Lawyers™

Secrets and Strategies You Can Use Right Now to Create a Compelling Message -- and Avoid the Fatal Mistakes Nearly Every Lawyer Makes. Discover > Critical parts of the marketing message most lawyers miss > How to harness the remarkable power of proof document > How to determine the most persuasive content for your educational materials > How to set yourself apart from competing lawyers > How to educate prospects when they don't know they have a problem > How to offer services in ways prospects find irresistible > How and when to disclose fees for 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 inject urgency into your message, without adding sales pressure > How to write your message so prospects call you before they call other lawyers > How to define hiring criteria so you're (almost) the only lawyer who qualifies > Much More!

You get CDs, written outline, handout, exhibits and script for only \$199.

>> The Ryder Method of How to Advertise For Lawyers™

205 Proven Tips, Secrets and Strategies You Can Use Right Now to Increase Response to Your Ads.

Discover 4 things your ad must accomplish > 3 essential parts of an ad > How to find the most profitable appeal > The only smart way to test an ad > How to write headlines that seize your prospect's attention (25 tips) > 17 power words and phrases that stop prospects in their tracks > 26 ways to write mouth-watering offers so your prospect acts now > How to design your ad so your prospect sees it, reads it and responds (35 tips) > 14 ways to increase response from radio and TV commercials > Much More! **You get CDs and script for only \$199.**

>> Trey Ryder's Education-Based Marketing Encyclopedia For Lawyers™

203 Articles Written Specifically About Education-Based Marketing For Lawyers.

Discover 5 Keys to Successful Marketing (19 fact-filled articles). Lawyer Advertising & Media Publicity (20 informative articles). Education-Based Marketing & Referrals (25 eye-opening articles). Lawyers' Fees & Value (8 revealing articles). Your Education-Based Marketing Message (31 practical articles). Marketing Methods & Non-Profit Organizations (19 instructive articles). Education-Based Marketing Programs (11 valuable articles). Marketing Writing, Newsletters & Printed Materials (14 illuminating articles). Principles of Persuasion (30 enlightening articles). Relationships & Client Service (8 constructive articles). Seminars & Mailing Lists (7 helpful articles). Web Sites & Internet Marketing (6 profitable articles). Working With Outside Professionals (5 beneficial articles). Plus an easy-to-use Article Directory > Much More! **You get one CD with 203 articles for only \$199.**

>> **“We’ve Run Out of Chairs!”**

The Ryder Method of Education-Based Seminars For Lawyers™

In This Intensive 2-Part Workshop, You’ll Discover How to Fill Your Room With Qualified Prospects--Deliver a Compelling Message--and Get Prospects to Hire You--Regardless of Your Practice Area--Even if You Think Seminars Won’t Work!

You’ll discover how to use every proven step in the education-based marketing process to attract qualified prospects to seminars -- precisely the type of clients you want -- who are ready to sign your client agreement and hand you a check. You’ll discover everything from the persuasive psychological concepts -- to the microscopic details that give this time-proven method of seminar marketing its power and charm. Plus, you’ll learn step by step *how to create an education-based seminar*, including *how to get prospects to ask for appointments*.

SESSION #1: How to Write Your Seminar Message Using My Unique Method of Education-Based Marketing. You’ll discover secrets and strategies you can use right now to create a compelling seminar message--and avoid the fatal mistakes nearly every lawyer makes.

You’ll discover > Critical parts of the seminar message most lawyers miss > How to design a seminar message so prospects attend -- before they call other lawyers > How to use “proof documents” to add a mountain of persuasion to your seminar message > How to clearly set yourself apart from competing lawyers > How to educate prospects when they don’t know they have a problem > How to offer services in ways prospects find irresistible > How and when to disclose fees for maximum positive impact > How to use testimonials > When you should (and should not) use negative, risk-oriented arguments > How to inject urgency into your seminar’s message, without adding sales pressure . How to define hiring criteria so you’re (almost) the only lawyer who qualifies > What type of seminar materials create instant credibility . The most effective way to get prospects to give you their contact information > What facts should included in your seminar > Much more.

SESSION #2: How to Create a Powerful Education-Based Seminar For Your Law Firm. You’ll discover > the One Key to seminar success > 3 critical times during your seminar > 6 persuasive goals your seminar MUST achieve -- and how to make sure yours does > The 3 most powerful seminar formats > How to present your seminar, step by step > Seminar wrap-up: How to end your program and get the most appointments > Seminar Evaluation Form: Key to your seminar success > How to get prospective clients to identify their “hot buttons” > The power of multiple choices > When to leave the seminar room > 35 success secrets for a profitable program > What response you should expect > The huge Red Flag that dooms your seminar to failure > How to follow-up with after-seminar marketing > Much more.

PLUS... You’ll discover how to use the same methods I used to > Secure a newspaper article that drew 85 prospects to a lawyer’s seminar, when the lawyer brought only 40 sets of written materials > Pack a lawyer’s seminar with 233 prospects, when the room had been set for only 60 > Refresh a lawyer’s tired seminar message and attract 249 prospects to his first 5 seminars > Fine-tune a lawyer’s seminar message, after which 91% of attendees requested to meet with the lawyer; and > Much more.

PLUS... You’ll discover how to use your education-based seminar to > Attract the new clients you want > Increase referrals > Develop new referral sources > Strengthen client loyalty > Build your image as an authority > Establish unquestioned credibility > Create a positive identity > Generate qualified inquiries > Emphasize your competitive advantages > Reach prospects early, before they call other lawyers > Save time by answering questions frequently asked questions during your seminars > Screen out prospects you don’t want, and > Gain a significant advantage over competing lawyers because you give prospective clients what they want, information and advice--and remove what they don’t want, a sales pitch.

You get CDs, written handouts, exhibits and more for just \$699.

>> The Ryder Method of Education-Based Web Sites For Lawyers™

In This Intensive 3-Part Workshop, You'll Discover How to Design a Law Firm Web Site that Attracts New Clients, Increases Referrals, Builds Your Image as an Authority -- and Scores High in Search Engine Rankings!

You'll immerse yourself in cutting-edge, practical advice about how to create a powerful, persuasive marketing message for your web site. You'll gain powerful new web site skills you can put to work right away. You'll discover how to use every proven step in the education-based marketing process to attract qualified prospects with an education-based web site, including how to gain top search engine rankings.

SESSION #1: How to Write Your Web Site Message Using My Unique Method of Education-Based Marketing. You'll discover > Critical parts of the web site message most lawyers miss > How to design a web site message so prospects call you before they call other lawyers > How to use your web site to harness the remarkable power of proof documents > How to clearly set yourself apart from competing lawyers > How to educate prospects when they don't know they have a problem > How to offer services in ways prospects find irresistible > How and when to disclose fees for maximum positive impact > When you should (and should not) use negative, risk-oriented arguments > How to inject urgency into your web site's message, without adding sales pressure > How to define hiring criteria so you're (almost) the only lawyer who qualifies > What type of web pages create instant credibility > The most effective way to get prospects to give you their contact information > What facts should be on your landing pages > How to make sure you provide meaningful information for all of your audiences. (You have more audiences than you might think.) > Much more.

SESSION #2: How to Design and Create a Powerful Education-Based Web Site For Your Law Firm. You'll discover 8 critical goals your web site MUST achieve -- and how to make sure yours does > 4 key elements of creating a web site with a professional appearance > 5 elements you should design into your web site's format > 15 key parts of your web site -- and the ones most lawyers miss > How to turn your left navigation bar into a powerful marketing tool > What you should put on the frame around your web site pages > How to score high search engine rankings > How to get high rankings even when you provide services in several practice areas > Where to do keyword research for free > What part of your web site is the most heavily weighted text for search engine rankings > How to gain meaningful link popularity > One important way--often overlooked--to gain high quality links to your web site > The two most important places to put keywords or phrases > How to maximize exposure through article warehouses > How I got search engine rankings of second and third in searches for "lawyer marketing," (searched without the quotes) > Much more.

PLUS... You'll discover how to use your education-based web site to > Attract the new clients you want > Increase referrals > Develop new referral sources > Strengthen client loyalty > Build your image as an authority > Establish unquestioned credibility > Create a positive identity > Generate qualified inquiries > Emphasize your competitive advantages > Reach prospects early, before they call other lawyers > Screen out the prospects you don't want, and > Gain a significant advantage over competing lawyers because you give prospective clients what they want, information and advice--and remove what they don't want, a sales pitch.

SESSION #3: How to Use the Many Effective Ways to Promote Your Web Site Other Than Through Search Engine Optimization.

>> FREE BONUS <<

You will receive a FREE copy of the most authoritative book I've found on search engine optimization -- the method I use to get high search engine rankings for my web site. (I'll provide it to you in e-book form.) Plus I'll discuss its time-proven principles.

You get CDs, written handouts, exhibits and more for just \$1199.

>> MASTER CLASS

The Ryder Method of Education-Based Marketing For Lawyers™

In This Intensive Master Class of 7 Sessions -- a total of 10½ hours of time-proven marketing techniques -- You'll Discover How to Write Your Education-Based Marketing Message > How to Generate Free Education-Based Publicity > How to Promote and Present Education-Based Seminars and Roundtables > How to Interview Prospective Clients > How to Write Education-Based Ads and Commercials > How to Design a Powerful, Effective Newsletter > How to Create an Education-Based Web Site > and Much More.

In This 7-Part Master Class, You'll Learn the Same Method I Used to

- > Secure a small newspaper article, which filled the lawyer's seminar with 233 prospects
- > Secure 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
- > Pack a lawyer's seminar room with 86 prospects from a small article in a weekly newspaper
- > Gain a front-page article in a lawyer's city's newspaper after filing a large lawsuit
- > Increase the number of seminar attendees requesting a free consultation from zero to 91%
- > Attract calls from 426 qualified prospects after a lawyer appeared on a radio talk show
- > Draw new prospect inquiries to the lawyer's office at the rate of 77 calls per radio commercial
- > Write an article for a targeted newspaper, which attracted calls from 400 prospects
- > Place the lawyer as a guest on a morning TV news show twice within three weeks
- > Score a large, by-lined article that was featured on the front page of the American Corporate Counsel Association *DOCKET*, a national magazine that reached 14,000 of the lawyer's prime prospects
- > Attract all the new business a lawyer could handle from just four radio spots each month.

In This Intensive Master Class, You'll Discover...

- > Mistakes nearly every lawyer makes on his web site
- > How to create a powerful marketing message
- > How to get prospects to eagerly pay you higher fees than other lawyers charge
- > How to quickly establish the highest possible level of trust
- > How to appeal to skeptical prospects
- > How to fill seminars with prospective clients
- > Why marketing programs fail
- > Why you should never rely exclusively on referrals
- > Where to post educational articles on your web site for maximum impact
- > The single biggest marketing mistake lawyers make
- > How to use newsletters effectively, which most lawyers don't
- > Elements every newsletter should include
- > Critical parts of the marketing message most lawyers miss
- > How to harness the remarkable power of proof documents
- > How to create ads that motivate prospects
- > 6 essential elements of a profitable marketing message
- > How education-based web sites greatly increase search engine rankings
- > How to educate prospects when they don't know they have a problem
- > Persuasive parts of your mailing packet that you can also post on your web site
- > How and when to disclose fees for the maximum positive impact
- > How to inject urgency into your message, without adding sales pressure
- > How to write your message so prospects call you before they call other lawyers
- > What you should include to make your biography more powerful

Master Class Continued...

Master Class continued...

- > Steps you can take to persuade people to move forward without delay
- > Key elements of a powerful marketing photograph
- > Photo mistakes most lawyers make
- > How to build a message that qualifies your prospects
- > Why your publicity opportunities today are greater than ever before
- > 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
- > What information editors need
- > How to make sure what editors want
- > How to choose the most effective publicity tool
- > When it's appropriate to send a memo of expertise
- > How to get an ongoing column in a publication
- > 3 things you should never say to an editor
- > 6 mistakes you should avoid when presenting your story idea
- > How to integrate your competitive advantages into publicity
- > The 2 biggest secrets of media success
- > 4 things you should never do during an interview
- > How to handle an editor's rejection: what it means and doesn't mean
- > How to survive and profit from an interview with the press: 13 key points
- > 21 tips for a successful call-in radio interview
- > The fatal flaw in lawyers' web site home pages

PLUS ...

>> You'll get sample documents > built on time-proven principles > in their most persuasive formats, including > Educational handouts > Biographies > Services letters > Case histories > Written schedules of services and fees > By-lined articles > Testimonials > News releases presenting a story > News releases announcing a seminar > News releases offering marketing materials > Memos of expertise > Question/Answer columns > Query letters > More

>> You'll get 7 powerful documents I use with clients, which I identify and explain only during this Master Class.

>> You'll know how to use my method of Education-Based Marketing to ...

> Attract the new clients you want > Increase referrals > Develop new referral sources > Strengthen client loyalty > Build your image as an authority > Establish unquestioned credibility > Create a positive identity > Generate qualified inquiries > Emphasize your competitive advantages > Reach prospects early, before they call other lawyers > Save time by answering questions in your marketing materials and seminars > Screen out the prospects you don't want, and...

>> You'll gain a significant advantage over competing lawyers because you give prospective clients what they want, information and advice > and remove what they don't want, a sales pitch.

Without exaggeration, this could be the most profitable Master Class you ever attend. And, depending on your fees, you could recoup your investment with your first new client.

So don't keep using the tired marketing methods that rarely work. Worse yet, don't keep wishing for clients because you have no marketing system in place. Send for this Master Class today -- risk free.

You get CDs, written handouts, exhibits and more for just \$1999.

“Trey Ryder’s No-Risk Savings Certificate”

>> **STEP #1: In the blank, please write how many of each program you want.** <<

YES! I want to attract new clients and increase referrals in a dignified, professional manner using The Ryder Method of Education-Based Marketing For Lawyers™. Please rush me the programs I’ve marked below at the Special Discount Price. I understand I must be delighted with these programs and that you unconditionally guarantee these programs with 30-day money-back promise.

- ___ The Ryder Method of Education-Based Marketing For Lawyers™ (\$199 US)
- ___ “You Made The Front Page!”
The Ryder Method of Education-Based Publicity For Lawyers™ (\$199 US)
- ___ The Ryder Method of How to Create a Powerful Marketing Message For Lawyers™ (\$199 US)
- ___ The Ryder Method of How to Advertise For Lawyers™ (\$199 US)
- ___ Trey Ryder’s Education-Based Marketing Encyclopedia For Lawyers™ (\$199 US)
- ___ “We’ve Run Out of Chairs!”
The Ryder Method of Education-Based Seminars For Lawyers™ (\$699 US)
- ___ The Ryder Method of Education-Based Web Sites For Lawyers™ (\$1199 US)
- ___ **Master Class:** The Ryder Method of Education-Based Marketing For Lawyers™ (\$1999 US)

>> Save Up To 50% With This Special Offer <<

If your total purchase price is up to and including \$400, **Subtract 30%** from the purchase price.

If your total purchase price is \$401 through \$800, **Subtract 40%** from the purchase price.

If your total purchase price is \$801 or more, **Subtract 50%** from the purchase price.

30-DAY RISK-FREE MONEY-BACK GUARANTEE!

“Your investment is fully protected with my No-Risk, Full-Refund Promise. If for any reason you aren’t thrilled and satisfied with your purchase, just send me an e-mail within 30 days of your purchase. I’ll explain how to return the programs and refund 100% of your purchase price, no questions asked.” -- **Trey**

Trey Ryder LLC ♦ trey@tretryder.com ♦ 1-888-Trey Ryder (1-888-873-9793)

>> STEP #2: Fill in your payment information. Please print. <<

Total Amount of Purchase: \$_____ (in US funds)

Enclosed is my check or money order (payable to Trey Ryder LLC).

OR: Please charge my credit card (check one): Visa MasterCard American Express

Card Number: _____ Exp. Date: _____

Exact Name on Card: _____ Security Code: _____

Firm Name (if on card): _____

Billing Address: _____

(Often, if the billing address is wrong, the credit card processor will not approve the charge.)

City, State, Zip Code (or foreign): _____

“I give Trey Ryder LLC permission to charge this credit card.”

Cardholder’s Signature: _____

>> STEP #3: Fill in contact information and your shipping address. <<

Contact Person’s Name: _____

E-mail Address: _____ Phone Number: _____

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

Shipping is included if your delivery address is within the United States. Otherwise, I will add shipping to your credit card.

>> STEP #4: Place your order in one of three easy ways. <<

E-Mail. “SAVE” and then e-mail this Savings Certificate to trey@treyryder.com.

FAX. Fax this Savings Certificate to my fax machine: **928-468-2000** (no cover sheet needed).

MAIL. Mail this Savings Certificate with your check or credit card information to
Trey Ryder LLC ♦ P.O. Box 2115 ♦ Payson, AZ 85547.

IF YOU HAVE QUESTIONS, please call me toll free (from the U.S.) at 1-888-Trey Ryder
(1-888-873-9793) or send your e-mail to trey@treyryder.com.

Thanks!



“Thanks very much for your order!”