

THE RAINING CHAMP

Meet marketing maven and attorney, Nader Anise. He's bold. He's charismatic.

And he's taking the art of rainmaking to a whole new level.

By: Helena Bachmann

When Nader Anise speaks, a roomful of lawyers listens attentively. These are experienced and even savvy attorneys, but they have come here from near and far to learn some new, astute tricks of the trade. And yes, Anise says, he *can* teach old lawyers new tricks.

What is Anise preaching that has these lawyers hanging on to his every word, taking copious notes, and even “ooohing” and “aaahing” in awe?

Listen to this:

“There’s a better way to build your practice,” Anise says, emphasizing each word for optimum effect. “An easier, faster, smarter, and more profitable way.”

Several hundred pairs of eyes stare at him with excited anticipation, eagerly waiting for the revelation.

Forget everything you learned in kindergarten or at those networking power lunches that preach schmoozing and smooching as the best way to snarl new clients. What Anise is about to tell you dispels the old myths and introduces new, groundbreaking ideas into the mix.

“Stop swimming upstream!” he implores. “Stop all that aimless networking. And, stop running those awful Yellow Pages ads!”

And what about the stereotypical “ambulance chasers?”

Anise shakes his head.

“One of dumbest things you can do in marketing your practice is to chase after clients,” he tells the captivated audience. “The harder you chase after them, the faster they’ll run away. The key is to make them pursue *you*.”

Anise pauses and takes a sip of water. His Patek Philippe watch peeks from underneath his French-cuffed sleeve. “Are you a *marketer* of legal services or are you merely a *provider* of legal services?” he asks, and waits for the impact of his words to sink in.

“The provider will almost always be stuck in a rut and will never have enough hours in the day; never ‘get around’ to marketing, always worry about where his next case is coming from, constantly struggle with staying afloat. The *marketer* of legal services, on the other hand, understands that longevity and true financial success in law is about bringing in the cases, not doing the legal work. And this is where my strategies come in.”

Maverick on a Mission

Just who is Nader Anise and why is he so adamant about rewriting the old rules?

A 39-year-old graduate of Nova Southeastern University Law School in Fort Lauderdale FL, Anise is an acclaimed marketing guru, a trailblazer in the relatively new field of “lawyerpreneurs,” the term he coined in 1999 to define solo practitioners and small firm lawyers who are entrepreneurial, either by nature or by necessity.

“The problem is, many lawyers are unable or unwilling to view practicing law as a true *business* that requires marketing, sales ability, constant cash flow, and maximizing profits,” Anise explains. “All these words are considered “undignified” in many legal circles and certainly in law school. Lawyers begin their careers with a lack of knowledge, fear, and sometimes even an aversion to running a law practice as a business. I am essentially a marketer trapped in a lawyer’s body, so I decided to teach other attorneys what I had, in effect, mastered. Why? Because everything out there was nothing more than ‘go to more networking functions and you’ll get more clients,’ or ‘take care of the law and the law will take care of you.’ All that is a bunch of nonsense. It was time for someone to step up and lead the profession.”

And that he did.

“Nader is one of the leaders in the field of lawyer marketing,” confirms Steven I. Friedland, Anise’s former law professor, who recently attended one of his seminars. “Marketing strategists like Nader have established a firm foundation in the education of nascent and veteran lawyers alike.”

No kidding. Since he started training lawyerpreneurs in 1999, Anise has educated a remarkable 23,000 attorneys from around the world. He even has students who practice law in Uganda and Tanzania.

“Once they're on board with my concepts and learn the strategies, it's an epiphany for them, their ‘Aha!’ moment,” Anise smiles. “One of the most exciting things that can happen in my business is when a lawyer tells me how my strategies have changed his life or practice, how, through my teachings, he has doubled or tripled his income, or maybe landed a huge case.”

Anise has no shortage of enthusiastic “walking billboards” for his business. Two full drawers in his custom-built filing cabinets house the heaps of testimonial letters that have accumulated over the years.

Take Erwin Diaz-Solis, an immigration and real estate lawyer in Miami FL “I admit, I was skeptical whether Nader’s marketing strategies would work for me,” he recalls. “But because of him I have gotten 35 to 40 new clients in a relatively short period of time. I owe much of my success to Nader.”

Experience Prevails

Anise started his solo law practice immediately upon passing the Bar in 1995, and his Boca Raton, FL-based firm, Anise & Anise P.A., very quickly became successful and profitable. His real passion, however, lay in devising innovative marketing strategies aimed at helping lawyers develop unique ways to attract new clients.

“The law is simply the area to which I decided to apply my marketing skills,” he says. “Prior to law school I had worked in sales, real estate, owned several businesses, and basically learned as much as possible about the world of business and marketing. To this day I am constantly reading business books, continually learning, and enhancing my knowledge. Give me a marketing scenario in any field or profession and I will be just as effective.”

While he still practices law on a limited basis, the bulk of Anise’s time is dedicated to coaching, speaking, giving seminars, consulting, writing, and publishing a newsletter promoting his groundbreaking strategies.

“Since I practice law very selectively, I am not worried that sharing my ‘insider secrets’ would be used against me by a competitor,” Anise notes. “I can be forthcoming and totally free to teach other lawyers how to crack the code of legal marketing.”

Competitive Edge

Why, you may wonder, do lawyers *need* to resort to Anise’s advice in order to boost their practices? For one, the field is highly saturated and very competitive. According to the American Bar Foundation, the national research institute that studies law and legal institutions, the number of attorneys in this country jumped from 750,000 in 1988 to a staggering over 1 million today. That means there is one lawyer for about every 300 people, and attracting new clients is a mighty challenging task.

“Most lawyers were never trained in the business of marketing themselves,” Anise says from behind an elegant Louis XV desk. He is sitting in his spacious office decorated with antiques, original art and collectibles. “So the answer to the question why they should learn my strategies is simple: because these concepts are tested in the real world, are easy and inexpensive to implement. Lawyers need them. And, in many cases, they yield almost immediate results – clients come to lawyers, instead of lawyers having to recruit the clients.”

These words are not just braggadocio. “I am very happy with the advice Nader gave me,” gushes Jeffrey Hoffer, who practices family law in Westlake Village CA, and attended one of Anise’s seminars. “I kid you not – because of his guidance, my monthly income has literally tripled.”

Agrees Molly Maguire Gausa, an attorney from Pittsburgh PA: “I am forever grateful to Nader,” she says. “In one month, I have been able to increase my clientele by 400%. To me, that is proof that his strategies really work.”

Maybe that is why, even with a \$3,000 hourly consulting fee and a four-month waiting period, scores of entrepreneurial attorneys are clamoring for Anise’s expert advice and guidance.

A League of His Own

Just like the finely-tailored Brioni suits he wears, Anise is in a league of his own – the winners’ league. “Not only do I have a personal track record of building a big-money law practice myself,” he says, “I am surrounded by lawyers who have used my methods and achieved incredible success.”

The proof, as they say, is in the pudding. Or, as in Anise’s case, in the letters and emails he receives from genuinely grateful lawyers. He “loves” reading these success stories, and responds to as many as possible with a personal, hand-written note. “You not only lived up to your word, you far exceeded what you promised,” writes Carmen Dellutri, an attorney from Fort Myers, FL. “Your ideas were easy to incorporate into my practice, and I immediately began to generate new clients. The best part was seeing the cases increasing and the advertising dollars decreasing.”

The legal media has also lauded Anise for his “extraordinary” feats of marketing. Even before his crowning as marketing “guru” by the legal world, *Lawyers USA* (formerly *Lawyer Weekly USA*), reported in 1999 on Anise’s uncanny ability to attract new clients using little-known strategies. Anise has been able to “build a thriving practice without spending a penny on advertising,” the publication declared. “The *Lawyers Weekly USA* feature was very exciting,” Anise recalls. “As soon as my mother saw this huge picture

of me on the cover, she grabbed it out of my hand and framed it. It was my first feature cover and is still hanging in her family room.”

She must have an enormous family room. Since that first feature article, Anise has become a media magnet, attracting – and cleverly generating – the type of buzz that would make some Hollywood celebrities jealous.

Take Anise’s brilliant publicity stunt he effortlessly scored a few years ago. He wrote a one-page press release that generated a whopping \$1.2 million in free advertising on NBC-TV —yes, that’s *free* national publicity, and on primetime, no less. How many people can claim that feat? Very few.

Of course, the kind of success Anise has attained in the legal community is bound to breed jealousy and backstabbing from some lawyers and competitors – and it does. He is aware of this, but remains unperturbed. “They question – sometimes very vocally – whether I really am as successful and as good as many lawyers say I am. These kinds of doubts are to be expected, they come with the territory. After all, being the leader, a pioneer in any field, opens you up to all kinds of criticism,” he says. “The ironic thing is, the people who shoot their mouths off the loudest are usually the ones who need my marketing help the most. I still haven’t figured out why that is. Maybe it is a desperate plea to get my attention,” Anise quips.

But make no mistake: Anise’s reputation is stellar. It is continually tested and proven by thousands of lawyers, scores of bar associations, the legal community and the media. Love him or hate him, he is a straight-shooter who is at the top of his game.

“If I weren’t the real deal, would lawyers be paying me \$3,000 for a single consultation – and coming back for more?” he asks. “Believe me, if lawyers were unhappy, they would make sure *everyone* knew about it.”

Full Throttle

A forceful and energetic speaker who conveys his ideas in a clear, direct and colorful style, Anise is a self-professed workaholic whose days, he admits, “are non stop action, hustle, and bustle.” They consist of teleconferences, strategy sessions, seminar preparation, writing, giving media interviews, lots of travel, and meeting with lawyers for consultations – in person and by telephone.

How does he manage? “I don’t do this because I have to, but because I truly *love* it,” he laughs. “What drives me is really simple: success. There is nothing sweeter or more addictive than that. ”

And, like every guru, Anise has a philosophy of his own. “Real financial success as a lawyerpreneur comes only by *fully* immersing yourself in marketing. There is no half way. Merely ‘dabbling’ in marketing doesn’t work – you’ll always be running behind the lead dog. That’s not a fun place to be. The view never changes.”

Even a roomful of lawyers cannot object to *that*.

Helena Bachmann is an award-winning journalist, and covers celebrity profiles and news features.

Sidebar: Niches Equal Riches

There is a growing demand among discerning consumers for specialized lawyers who focus on a specific legal need, rather than “generalists” who handle all kinds of cases, but have no defined “niches.”

One of the tenets Nader Anise teaches his students is that lawyerpreneurs *must* find – or even create – fields that distinguish them from their competitors.

“The ‘one size fits all’ law practice doesn’t work anymore,” Anise says. “You’ll never rise to the top of the ranks by being a general practitioner.”

Anise’s students take what he says to heart. Many are now catering to specific markets that range from the unusual to the sophisticated. For example, Jeffrey Lerman, a California attorney who specializes in real estate investor law, “will probably never be without clients,” Anise says. “You will always have real estate, and there will always be investors. If you need to consult with an attorney about a certain rental property or a promising subdivision, would you rather go to a ‘jack of all trades’ lawyer, or the one who is skilled specifically in real estate investor law?”

One thing Anise’s students with niche practices have in common, he says, is that “they’re very focused and successful. By concentrating on a niche, they gain an almost ‘unfair’ advantage.”

Just a few examples of Anise’s students who have found successful niches:

Pet Law – Molly Maguire Gaussa – www.ThePetLawyer.com

Divorce Law for Men – Jeffrey Hoffer – www.DivorceLawyer4Men.com

Hurricane Law – Samuel Bearman – www.FloridaHurricaneLaw.com

Real Estate Investor Law – Jeffrey Lerman – www.RealEstateInvestorLaw.com