

# "Very Hot And Urgent 'Insider' Information... But ONLY If You're Super Serious About Marketing Your Law Practice And Making An Honest Fortune!"

The news will excite and delight you! It is the greatest gold-mine of marketing secrets ever crammed into one seminar—secrets that have transformed entire law practices in literally only months... weeks even. This rare, live 5.0 credit CLE seminar by the nation's top legal marketing expert will reveal...

- 8 ways for any lawyer to create an almost automatic and worry-free system for generating new clients *quickly*
- How to multiply your income using a secret "client leveraging" technique that requires nearly zero extra work on your part
- The simple \$6.37 device that even *lazy* lawyers can use to pull-in up to 1-3 new clients a day
- A marketing master's "trick" that generated \$1,225,854 in FREE advertising on NBC television in only 4 days
- The best way to "magnetically" attract the BIG-MONEY, "A" cases—without ever leaving your office

And that's just what you'll learn... in the first 20 minutes!

From: **Nader Anise, Esq.**  
Re: Amazing New Marketing Seminar

Dear Friend,

If you're eager to sign-up a lot of plum, **big-money** cases... and... multiply your income with minimal effort and cost, this may be the most important seminar you'll ever attend.

It's true! **This is the seminar** where I'll reveal the greatest, most powerful, most confidential marketing strategies known to anyone. Strategies that work flawlessly for all lawyers in private practice—regardless of your age, sex, type of practice, city... or even... experience.

You will master it **ALL**. Every single explosive technique... every little hidden "trick"... every jaw-dropping secret. This is the one and only seminar where...

### I Will Hold Nothing Back!

I'll even share with you *exactly* how I generated \$1,225,854 worth of FREE advertising on NBC television using a secret 8 1/2" x 11" sheet of paper. (This strategy is completely mind-blowing—I don't plan on ever revealing it in this much detail again.)

### And That's Only the Beginning, Here's A Small Sampling Of What Else You'll Learn:

- 7 ways to immediately boost your revenues... without a lick of marketing
- The amazingly powerful formula that stimulates referrals like crazy... and almost "hypnotically" leads clients right to your door
- 4 DEADLY MISTAKES 98% of lawyers make in their **Yellow Pages** ads... and how to quickly fix them... to double or triple your results
- A very **special** phone number that only 1 in 2,200 lawyers knows about—that can create a new client "stampede" once it's used

**PLUS...** 3 brilliant ways to **ethically** "swipe" another lawyer's clients—with **the lawyer's blessing**—to generate income almost instantly

- 6 top-secret strategies that can help you generate a huge **predictable** weekly income... even if all your cases are on contingency
- The one simple key phrase you should always say to every client—it can literally build you a million dollar practice (the trick is knowing **when** to say it)
- The absolutely incredible TV advertising secret I vowed I'd take to the grave. (I'll tell you why I have to reveal it at the seminar). It can make you truly wealthy, even if you **never have...** or **never will...** run a single TV or radio commercial in your life! (This strategy alone is worth the registration fee)

But that's not even the half of it! I'm going to squeeze and wedge and cram in every **proven** marketing gem I can fit.

### WARNING:

This is not a "fluff and puff" motivational seminar designed to make you feel all warm and fuzzy inside. This is not a "networking" seminar either. In fact, I think networking is pretty much a waste of time and something a lot of lawyers do because they don't know any better. I'll tell you why I feel that way at the seminar; I'll also tell you what is **100 times better** than networking.

### What Happens If The Seminar Is Sold-Out?

Unfortunately, that's a very real possibility. My seminars do sell-out quickly—and I expect the seats at this one to be even **more coveted** because I'm revealing **all** my 'insider' secrets for the first time ever (the best way to make sure you don't get shut out is to register **IMMEDIATELY**). If all the seats are sold-out, you will have the option of requesting the cassette tapes or CD's—at the same price as the live seminar.

**ALSO...** if you already know there's no possible way for you to attend the seminar, pre-paying for the cassettes or CD's **now** will be the next best thing to being there in person.

### Now, Here Are 3 Important Pieces Of Information You Need To Know

**FIRST:** This incredible full-day seminar is only \$297... and... is the **lowest-priced** seminar I've

ever offered, yet jam-packed with the **most** information. It will be held in Florida in 2 cities **ONLY:**

**FORT LAUDERDALE**

October 7, 2004  
Renaissance Hotel, 17th St.  
8:00 a.m. - 4: 00 p.m.

**TAMPA**

October 20, 2004  
Marriott Waterside  
8:00 a.m. - 4: 00 p.m.

**SECOND:** Every member of the Florida bar who attends this seminar will receive 5.0 CLE credits. But don't consider this a "day off" because...

### This Will Be The Most Intense 8-Hours Of Your Life, So Be Prepared To Take A Lot Of Notes

You better believe the information is going to come fast and furious! Be sure to bring lots of paper and pens. No tape recorders will be allowed; no cameras, either. No exceptions.

**THIRD:** Seminar itinerary, lodging accommodations (if necessary) and meal information will all be provided to you once you register.

### One Final Request:

**Please...** if the seminar is sold-out by the time you register, do not call my office to complain or hassle my staff. They have **no authority** to "squeeze in" anyone (believe me, plenty of lawyers have tried). Thank you.

### It's Easy To Register, My Registration Center Is Open 24 Hours A Day

The fastest way to guarantee a seat is to call my 24-hour registration center at **1-800-529-8177** and have your credit card ready. You can register by fax, too—just complete the **Priority Registration Form** (below), and fax it to **954-392-8713**. Or if you're paying by check, I suggest you use FedEx Overnight to make sure it "absolutely, positively" makes it to my office overnight (remember that commercial?). After you register, you'll receive a written confirmation within 24-48 hours.

And listen—on the day of the seminar, feel free to come up and introduce yourself at the break. You might have to plow through a whole bunch of lawyers to get to me (I'm usually answering questions and critiquing marketing materials) but I'd really like to meet you personally.

Is that a deal? Good. I'll let you go call the registration line now, so you don't risk missing this opportunity.

Sincerely,

Nader

**P.S. One last thing**—If you are one of the first 65 attorneys to register, you are going to receive one of the most important tools ever created for building a million-dollar law practice. It's my "Secret Weapon Marketing Map."

It has taken me 3 1/2 years and over \$27,000 to perfect this map—the results have made it well worth the time and expense.

This is the **EXACT** map I use during my private consulting sessions. All you have to do is simply "connect the dots" (fill in some very basic information) and then watch your own customized marketing map appear right before your eyes! You'll know exactly what to do... how to do it... and what strategies will work best for **you**. No more disappointing marketing failures! It's the key to building a financially successful law practice—short and long term.

This map isn't available anywhere else, so this is your one shot to get it... **free**. It's my gift to you (I'm feeling especially generous today). But, remember, you have to be one of the first 65 to register. So while it's still fresh in your mind—call **1-800-529-8177** and tell whoever answers the phone whether you'll be attending in Fort Lauderdale or Tampa. See you at the seminar!

## Lawyers Everywhere Are Raving About Nader Anise And His Seminars!

"Nader, I have implemented a number of your strategies and the results have been well beyond expectations... the inertia that I got from your seminar resulted in a settlement of \$100,000,000 (one hundred million)... and I am now representing clients in (another) case that we believe may involve many millions of dollars." **Samuel Bearman, Esq.**, Personal Injury, Wrongful Death

"Nader, I'll admit, I was skeptical about whether your marketing strategies would work for me... but you've made a believer out of me. I've achieved some extraordinary results. I began using your strategies and immediately saw a spike in the number of new clients and referrals. Then the cases kept coming and coming... and haven't stopped. Nader, because of you, I've gotten at least 35 to 40 new clients in a relatively short period of time. I owe you much of my success." **Erwin Diaz-Solis Esq.**, Immigration, Real Estate

"Nader, I want to thank you for your invaluable marketing strategies. As you know, with just one case, we received a \$33.4 million jury award—and a firm positioning within the community as one of the top law firms... Within a week, my law firm was a major news story all over the country. What is surprising is how fast and easy it was to get literally tens of thousands of dollars in free publicity. Your strategies worked flawlessly." **Alan Neufeld, Esq.**, Civil Trial Lawyer

"Nader, I can honestly say that participating in your seminar was one of the best decisions I have ever done for my business. I've implemented several of the simple yet effective strategies taught with immediate results surpassing my expectations! What surprised me was the immediate results that I was able to achieve in such a short period. Thank you again! You are indeed the marketing guru!" **Barbara-Ann Williams, Esq.**, Family Law, Immigration Law

"Mr. Anise, I want to thank you so much for the wonderful seminar. I learned so much from you... in fact, using some of your strategies, I landed two new clients in less than 48 hours, with several other prospects in the works... this was the best seminar I ever attended because I learned practical tools that I could implement immediately with successful results." **Laura Hess, Esq.**, Tort Law, Civil Litigation

"Nader, in the first two weeks of this year, I have received five referrals as a direct result of your marketing strategies. I am so glad that I took your advice." **Connie Renee Clay, Esq.**, Criminal Law, Family Law

"Nader, while I was attending a seminar of yours, you stated that you could increase the gross receipts of each and every recipient in the audience who predominantly billed on an hourly basis... I would estimate that I have increased the bottom line to this firm by almost \$45,000... Please allow me to take this opportunity to thank you for your expertise and guidance." **Mark Schecter, Esq.**, Complex Business Litigation, Real Estate



**Nader Anise, Esq.** (above) is an internationally recognized expert on law firm marketing and advertising. He has given seminars to members of the ABA, IBA, Florida Bar, California Bar, Texas Bar, Illinois Bar and many other bar associations around the country. He has also been featured in numerous media outlets such as: NBC-TV, *Access Hollywood*, PBS-TV, *Lawyers Weekly USA*, *Legal Management*, *ABA Law Practice Management*, KABC Radio, *The Miami Herald*, *The Palm Beach Post*, *The Sun-Sentinel*, *The Orange County Register*, *California Law Business*, *Peoria Journal Star*, *The Legal Intelligencer*, *Selling Power*, *CLE Review* and many others. Nader is also a seasoned attorney, marketing professor, sought-after speaker, and author, whose works have been published in several countries.

"Nader, I am constantly amazed at how successful your marketing strategies have been. Your secrets and unique suggestions have continuously helped to get me new clients. You are my hero, and I cannot thank you enough." **Jerald Cantor, Esq.**, Estate Planning, Business Law

"Nader, recently I attended your marketing seminar. Sometimes I'll go to these and walk away as though I just wasted my time and energy. I just hear the same nonsense over and over. Not so with your presentation. Thank you so much for teaching me more tricks of the trade for effective marketing than I have ever learned before. And I have been to many marketing classes. In just over an hour I learned more about marketing than I have in countless other classes combined. Thank you!" **Sandra Marin, Esq.**, Employment Law, Intellectual Property

"Nader, your techniques and the way you present them are the most practical, results-oriented, and easy to implement of all the others I have seen and used... Within days of using some of your strategies, my picture was on the front page of a major newspaper and I was featured several different times on real estate and business law topics. I couldn't 'buy' that type of third-party endorsement advertising. If I had, I would have easily paid tens of thousands of dollars. But it didn't cost me a dime." **Jeffrey Lerman, Esq.**, Real Estate Investor Law

"The marketing savvy of Nader Anise is first rate. Nader is a virtually unlimited source of marketing knowledge for any lawyer or law firm interested in improving business. If you want to increase your business, listen to Nader and heed his advice." **Craig Trocino, Esq.**, Appellate Law

"Mr. Anise, I attended your seminar and was blown away by the presentation. I put my referrals to work for me and the results have been great. I am enjoying making more money." **Alexander Rozman, Esq.**, General Practice

**PRIORITY REGISTRATION FORM (24 hrs.)**

**For fastest service, CALL: ☎ 1-800-529-8177 (Dept. JF-81)**  
Or, FAX: ☎ 954-392-8713

**YES!** Nader—sign me up! I can't wait to use your amazing secrets and strategies to build the law practice I've always dreamed of. I'm going to register **NOW**, so I can be one of the first 65 to register—I'm dying to get my hands on that "Secret Weapon Marketing Map" you promised. Plus, I get 5.0 CLE credits. *Here's my info:*

I'll be attending in:  **Fort Lauderdale on Oct. 7, 2004** Renaissance Hotel, 17th St.  **Tampa on Oct. 20, 2004** Marriott Waterside

Oh no, I can't make either date! But I still want the:  Tapes  CD's (either is still \$297)

Please charge \$297 to my credit card below:  Enclosed is my Check/Money Order payable to: **Nader Anise Lawyer Marketing for \$297**  
 Visa  MasterCard  Amex

Card# \_\_\_\_\_ Name: \_\_\_\_\_  
Expires on \_\_\_\_\_ Address: \_\_\_\_\_  
Signature \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

**Nader Anise Lawyer Marketing**  
1900 Glades Rd, Suite 358  
Boca Raton, FL 33431

Tel./Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

**No on-site registration is permitted**