



Great Legal Marketing Announces the 2008 SuperConference

Successful Attorneys Share Ethical Legal Marketing Secrets.

Fairfax, VA, April 10, 2008 --(PR.com)-- Great Legal Marketing (GLM), a leading provider of effective, ethical and outside-the-box marketing strategies for solo and small law firms, today announces that its third annual Great Legal Marketing SuperConference will be held on June 20, 2008 in Ashburn, Virginia.

Attendees will be exposed to the legal profession's most innovative, ethical marketing and mindset secrets. Conference sessions will cover all aspects of law firm marketing including: rethinking yellowpage advertising, internet marketing in the Web 2.0 era, information marketing to the legal consumer, outside-of-the-box approaches to radio and television, and much more.

“By applying the Great Legal Marketing strategies to my practice I have tripled the number of cases that I attract each month and my income has grown more than forty percent over the past year,” says Virginia DUI attorney Bob Battle. “I went from total obscurity to being featured on the radio, CNN, CBS Evening News, the Washington Times and Lawyers USA.”

The SuperConference will feature real case studies from a number of attorneys who have achieved great success using Great Legal Marketing strategies. In addition, featured speakers will include:

Rem Jackson, President & CEO of Top Practices, an expert on the "mindset" that successful entrepreneurs use to stay focused on achieving their goals and winning the end game.

Tom Foster, President & CEO of Foster Web Marketing, a leading authority on technical solutions that help attorneys get the most from new technologies that can improve the long-term business performance of their firms.

Alexis Martin Neely, founder of the Family Wealth Planning Institute, who is widely known for showing lawyers across the country how to add new high margin practice areas to their firms and innovative ways to make their practices more operationally efficient.

The SuperConference is hosted by Great Legal Marketing founder Ben Glass. Ben is a successful personal injury attorney who has been practicing law in Fairfax, Virginia since 1983. He facilitates mastermind and coaching groups, and conducts marketing seminars for attorneys, sharing his distinctive method of law firm marketing.

“This uncommon approach to marketing legal services is relevant to solo, small, and larger law firms regardless of practice area,” said Ben Glass. “Over the past several years I have enjoyed helping dozens of lawyers realize their firm's potential through these unique ethical marketing programs.”

“Most lawyers are completely frustrated with the marketing process. They're tired of getting no return on their expensive yellow page investments,” says Rem Jackson. “Attendees of this year's SuperConference



will be able to walk away with all of the tools and knowledge they need to build extremely successful marketing programs.”

Great Legal Marketing's 2008 SuperConference will be held just outside of Washington, D.C. at the Embassy Suites located at 44610 Waxpool Road, Ashburn, Virginia on June 20th and 21st. A select group of attorneys from across the country will be attending this two-day, private event which will be limited to only 80 participants and is expected to sell out again this year. For more information go to: www.glmsuperconference2008.com.

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About Great Legal Marketing

Great Legal Marketing runs mastermind and coaching groups, and conducts marketing seminars for attorneys, teaching "Effective, Ethical and Outside the Box Marketing." Visit his website at www.GreatLegalMarketing.com

About Ben Glass

Ben Glass is a personal injury attorney in Fairfax, Virginia. He has been representing individuals against the insurance companies since 1983. He has authored numerous consumer publications, including The Truth About Lawyer Advertising and The Ultimate Guide to Personal Injury Claims in Virginia. He is a frequent lecturer to the legal community. Visit his web site at www.BenGlassLaw.com.

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Additional Information:

Video Press Release: http://youtube.com/watch?v=X-4SO_so-9w
Great Legal Marketing Website: www.greatlegalmarketing.com
Super Conference Website: www.glmsuperconference2008.com



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