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Law Firm Marketing Rules for 2013: Out with the Old, In with the New (#2 of 5)

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2013 is almost upon us, and one of the things you should shed with the old year is any antiquated ideas you may have about law firm marketing. This week, I am listing five of the most common “old rules” and giving you new legal marketing rules to live by in the new year.

Old Rule #2: Taking care of clients comes first.

New Rule #2: Take care of your business first or you won't be in business to take care of your clients. Too many times lawyers focus solely on their clients without focusing on the bottom line. The result is devastating: not sending out invoices on time; not raising your rates for years; not actively cross-promoting other services your firm offers; and not staying connected with former clients.

Everything rises and falls on leadership. You must be the one to lead the charge in shifting your firm's culture from one of passivity into action orientation.

Read the rest of the series:

[Law Firm Marketing Rules for 2013: Out with the Old, In with the New \(#1 of 5\)](#)

[Law Firm Marketing Rules for 2013: Out with the Old, In with the New \(#3 of 5\)](#)

[Law Firm Marketing Rules for 2013: Out with the Old, In with the New \(#4 of 5\)](#)

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