

## September's Feature

### What Lawyers Need to Learn about Business Development

Using the football analogy, the RED ZONE is the last 20 yards before scoring. In the law firm marketing context, it is the area where lawyers are most often missing. Getting them out there and supporting their action is what our new seminar offers.

It is designed to present to marketers the tools their lawyers need.

[What Lawyers Need to Learn about Business Development »](#)

## Closers Group Welcomes Alice O'Rourke



**Alice Rodd O'Rourke**  
Strategic Partner

Alice Rodd O'Rourke has joined the Closers Group as a Strategic Partner. She is a seasoned brand marketer with extensive experience in the legal industry as a lawyer and business developer. Most recently, she was CMO at Day Pitney LLP. Alice is a frequent speaker and panelist on technology, marketing and career development topics. Welcome to the team, Alice!

## Social Media Marketing Conference

The SM@RT conference, scheduled for December 8 - 10 in Reno/Tahoe is designed for business professionals in marketing/advertising who want to take their social media to the next level.

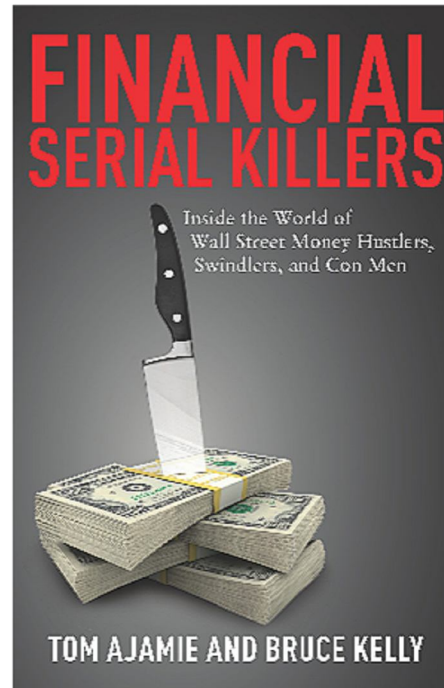
Social media can change the way we do business, how we communicate with clients and customers, and the way we buy and sell products.

Don't be left behind.

The SM@RT conference features keynotes by David Nour and Scott Klososky, and more than two dozen presenters speaking on a wide range of social media topics.

[Find Out More about this Conference and Register Today »](#)

## Financial Serial Killers



Financial Serial Killers, co-authored by Tom Ajamie, a top trial lawyer in Houston and Bruce Kelly, an award winning financial journalist, uncovers the cons used by deceptive investment advisors and counselors to fleece investors.

[Read More about this Book and See Tom Ajamie on MSNBC »](#)

## Tip of the Month

### Are Your Marketing Efforts Equal to Those of Your Top 5 Competitors?

Your firm's management team and marketing professionals should be asking this and several other key questions.

- Do you have the competitive intelligence your rivals have?
- Are your laterals delivering ROI?
- Do you have reasonable business development plans?

[Read More Key Questions at the Blog »](#)

Please contact **Allan Colman, Bob Gero, and Jonathan Asperger** at:

the Closers Group, LLC

21535 Hawthorne Blvd. #310 Torrance, California 90503

[acolman@closersgroup.com](mailto:acolman@closersgroup.com) [bbgero@closersgroup.com](mailto:bbgero@closersgroup.com) [jasperger@closersgroup.com](mailto:jasperger@closersgroup.com)

[www.closersgroup.com](http://www.closersgroup.com)

[Click here to unsubscribe](#)