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What they DON'T teach in law school

Local law firm marketer Terrie Wheeler noticed lawyers need help when it comes to marketing. So her company created MarketYourLawPractice.com[™] to help lawyers improve the marketing and client development skills that can help grow their law practices.

"We know from experience lawyers enter practice with no formal training in marketing," says Wheeler, president of Professional Services Management Inc. "We also realize not all lawyers and law firms have the budget to hire marketing consultants and marketing coaches. Therefore, our goal was to closely replicate the process of working one-on-one with a marketing coach, but to do so with access to the content 24 hours per day, seven days a week."

MarketYourLawPractice.com[™] is meant to electronically replicate the individual marketing coaching process. The unique, password-protected website offers personalized advice and encouragement during each phase of the marketing process, and provides access to a comprehensive array of dynamic content that includes interactive marketing tools, hundreds of tips, checklists and templates, and ongoing access to PSM's marketing coaches through Webinars and email chat features.
