



## Terrie S. Wheeler, MBC

President and Founder  
Professional Services Marketing, LLC

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### About Terrie

Many people have a part-time job while in high school: flipping burgers, working at the mall, selling tickets at the movie theater. I did, too, and my job was a bit different: A disc jockey on a real radio station in Anoka, Minnesota, KTWN AM-1470. Not only was it fun, but I learned how to relate to my audience. Now, I help attorneys and other professionals relate to their clients. I've been working in and with law firms and attorneys since 1985.

In 1997, I saw several unfilled business development and marketing needs in other service professions and leveraged my 12-year legal marketing career by launching Professional Services Marketing, LLC (PSM). Our focus is two-fold: We deliver an outsourced marketing department to firms of all sizes and business development coaching for individual attorneys and practice groups. Our clients are primarily in the legal and financial services industries, but we also work with other professionals and service companies in other industries.

Prior to founding PSM, I headed the marketing department at three of Minnesota's largest law firms. My staff and I led all business development efforts for the entire firm as well as for practice groups and individual lawyers. I created, implemented, and managed highly targeted and results-oriented marketing strategies. I'm asked frequently to speak at meetings of professional associations such as the American Bar Association and various state bar associations. I have more than 20 years of experience doing CLE presentations, facilitating retreats, and lecturing at law schools. I am also a prolific writer on law marketing issues and opportunities. Every month, I write a column on "How-To" business development tips for Attorney at Law Magazine, syndicated in over 20 markets across the country. I am also an ongoing contributor to the American Bar Association's GPISolo e-Report.

When not coaching attorneys, or helping to manage our client's outsourced marketing departments, I love spending time with my husband of 30 years, Jim. We have over 40 acres of paradise just one hour north of the Twin Cities. In winter, there's plenty of space for us to snowshoe or commune with nature by the fire pit. When I was in school, I was a ballet skier (which is like ice dancing but on skis) and I still enjoy schlossing downhill. But even I need a break from the northland's cold! I try to hit a Caribbean beach every year or two for the warm sun and the opportunity to bond with fish through my snorkel goggles.

## Education

- **Master of Arts Degree, *summa cum laude***, Business Communications, Graduate School of Business, University of St. Thomas, St. Paul, Minnesota
- **Master of Arts Certificate in Public Relations**, University of St. Thomas, St. Paul, Minnesota
- **Bachelor of Arts Degree, *magna cum laude***, Organizational Management and Communications, Concordia University in St. Paul, Minnesota

## Author and Professional Speaker

Terrie is a sought after [public speaker](#) with over 20 years of CLE presentations, retreat facilitation, and law school lecturing experience.

- **Marketing Columnist for the American Bar Association:** Terrie is a regular contributor to the American Bar Association's Small Firm and Solo Practice publication, Small | Solo e-Report. Terrie's ABA articles can be found [here >](#)
- **Nationally Syndicated Columnist for Attorney at Law Magazine:** Her articles are published in 22 markets across the country.

*"It invigorates me to see quantifiable results from our work with clients. It is so rewarding to help clients meet – and in many cases exceed – their revenue goals. At PSM we have a philosophy we stick to: strategy before tactics. It works every time!" -Terrie*

## Recent Articles:

- [Thinking of Leaving Your Law Firm? Don't Jump Too Fast](#), AAL, March 2018
- [Talented Women Leaving the Law: Could Marketing Demands Play a Role?](#), AAL, February 2018
- [Overcoming the Isolation of Being a Solo Practitioner](#), Attorney Journal, San Diego, January 2018
- [Attorneys: Finding Your Bliss, and Why Does "Why" Matter?](#), AAL, January 2018
- [Fast Track Your 2018 Marketing Efforts: Simple And Effective Tips You Can Do In December](#), AAL, December 2017
- [Looking Back to See Ahead: Trends in Law Firm Marketing](#), AAL, November 2017
- [Why Was That Lawyer Quoted? Tips to Secure Positive Press Coverage](#), AAL, October 2017
- [How to Boost Your SEO without Breaking the Bank](#), AAL, September 2017
- [How to Create Your 2017 Marketing Plan—Pillar IV: Staying Top-of-Mind with Contacts: Targeted and Effective Communication Strategies](#), American Bar Association, GPSolo eReport, August 2017
- [How Marketing Coaching Can Put You On the Fast Track to Growth](#), AAL, August 2017
- [How Smart Marketing will make your Sales Efforts Easier](#), AAL, July 2017
- [Creating Invoices Your Clients Want to Pay](#), AAL, June 2017
- [The 4 Pillars of Marketing: Use Them to Grow Your Practice](#), AAL, May 2017
- [If Revenue is Down, Don't Panic: Tips to Get you Back on Track](#), AAL, April 2017

## Commitment to Ethics

Terrie is actively involved in helping educate lawyers on the ethics of marketing a law practice. She was named the 2017 Volunteer of the Year by Minnesota Lawyers Professional Responsibility Board. Her involvement includes:

- Vice Chair, Executive Committee, Lawyers Board of Professional Responsibility, May 2016 – January 2018
- Chair, District Ethics Committee (DEC), Lawyers Board of Professional Responsibility, January 2016 – January 2018
- Minnesota Supreme Court-Appointed Member, Search Committee for the Director, Office of Lawyers Professional Responsibility, 2015 – 2016
- Executive Committee, Board of Directors, Lawyers Board of Professional Responsibility, 2011 – January 2018
- Investigator and Screening Committee Member, Hennepin County Bar Association Fourth District Ethics Committee, served for four years
- Past Chair, Minnesota State Bar Association's Marketing and Client Service Section, served for two

*"PSM, and Terrie Wheeler in particular, are responsive, creative, and truly understand and then partner with their clients to develop and execute a state-of-the art marketing and communications strategy, all while being very cost-sensitive."*

*-Employment Law Firm*

## Work as an Educator

Being able to help prepare new lawyers for life in private practice motivates and inspires Terrie. She is currently teaching marketing and client service at three law schools:

- University of St. Thomas Law School, Adjunct Faculty Member, presenting marketing and client service programming for third year law students, 2012 – present
- Mitchell Hamline School of Law, Adjunct Faculty Member, The Business of Lawyering course, 2012 – present
- University of St. Thomas Law School, CLE Presenter, created a four-part marketing program on marketing best practices for lawyers, 2014 – 2015 Marquette University Law School, Guest speaker, Ethical Marketing Strategies for New Lawyers, 2014 – present

*"PSM marketing has been a wonderful resource for me in my small solo practice. They helped me to focus my marketing efforts and taught me the best approaches to my business."* -Managing Partner, Law Firm

*"Thank you, Terrie! I realized this morning that I WILL be successful because I have you helping with my marketing; something I did not have when I went out on my own the first time or at my current firm. THANK YOU, for putting my mind at ease!"*

*-Attorney, Minneapolis Law Firm*

*"Terrie takes a lifetime of experience to take your business to the next level. This group truly cares about the success of their clients and after working with them you will have made new friends too!" -Owner, Local Business*

*"I am just thrilled with the quality of the work you and your team are producing. It is thoughtful, creative and it's clear you have really listened! I couldn't be more pleased*

*— You are all exceeding my expectations!"*

*-Human Resources President, New York*

*"Terrie continues to help me grow my firm by providing positive, practical coaching to help me reach my goals. Whether you are starting out or an experienced attorney whose law practice is doing well, PSM's law firm marketing services will add value to your business." -Family Law Firm*

*"What a terrific group! It took me some time before I was willing to accept that I needed their advice on marketing, but I am so glad that I did. Within 12 months, I saw a 50% increase in origination of new clients. "*

*-Managing Partner, Litigation Firm*



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