

## PRESS RELEASE

### Legal Marketing Forms Library Launched

#### Extensive Catalog of Marketing and Business Development Templates, Guides and Checklists Offered for First Time

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**Sacramento, California** - Group Dewey Consulting (GDC) announced the launch of the Legal Marketing and Business Development Solutions Catalog today on its website at [www.groupdewey.com/legalmarketing](http://www.groupdewey.com/legalmarketing). This is the industry's largest legal marketing forms library specifically for lawyers and law firm marketing professionals. The GDC Legal Marketing Solutions Catalog makes available a wide variety of templates, checklists, presentations and forms for use in business development, client relations, strategic planning, practice group management, financial analysis, lateral recruiting, firm management and much more. The catalog contains more than 50 documents currently and is expected to grow to nearly 100 forms over the next several months.

"When I was in house as CMO for several large law firms I saw a real need for a central database of forms that could help me get my job done quickly and attorneys to build their practice effectively," said Eric Dewey, Principal of GDC. "I was juggling too many projects and too many attorneys to spend the time to create the processes and forms I needed," he added. "So, I hope this will be a welcome resource to a lot of lawyers and marketing professionals," Dewey said.

The catalog includes documents which address a wide variety of legal business development and marketing challenges. For instance, one document helps attorney's determine the price sensitivity of their practice area. Another provides guidance to assess a lateral partner's book of business. Others help lawyers figure out which clients would be receptive to cross selling, or how to write articles that clients find valuable, or to determine whether partner compensation incents the right actions. Many of the templates help law firm marketing professionals stay organized or simply provide quick access to helpful forms such as practice group budget

# Group Dewey Consulting

templates, meeting agendas, marketing plans for various purposes and checklists for everything from lateral on-boarding to auditing a marketing department.

## *About Group Dewey Consulting:*

Group Dewey Consulting provides complex training, coaching and consulting services to law firms, practice groups and lawyers. Their strengths include: strategic assessments; business and client development training and coaching; client satisfaction research and client service programs; and marketing, branding and communications. [www.groupdewey.com](http://www.groupdewey.com)