

## Great Legal Marketing Jumpstart 2009 Agenda

### Friday January 30th, 2009

7:00AM - Registration Opens & Exhibit Set-up

Breakfast Provided by Embassy Suites in the Restaurant **(Hotel Guests Only)**

8:15AM – 8:45AM *Is 2009 Going To Be Your Breakout Year?* – **Rem Jackson**

8:45AM – 9:55AM *What Business Are You Really In?* **Ben Glass**

9:55AM - 10:25AM **Meet With Your Partners in Success - The GLM Exhibiting Companies.**

10:25AM- 11:30AM *How to Absolutely Own Page One of Google*  
- Learn how to dominate all the search results on page one of Google for searches in your market. Position One on Page One is no longer enough, you need to take over the whole page.  
-**Tom Foster**

11:30AM- 12:15 *Super Star Management*  
- Hiring, Developing, Managing and Keeping Super Star Employees operating at high levels of efficiency and production. How one attorney manages his law firm while in the office less than 20 hours a week and takes months of vacation each year. - **John Bisnar**

12:15-1:15PM **Lunch Served**

1:15PM – 2:15PM *Execution- An "Over the Shoulder" Look at How A Part-Time Marketing Director Exploded the Growth of a Personal Injury Practice* - One of the most successful Legal Marketers in the nation opens up her computer and shares how she does it. Step by Step -**Mischelle Davis**

2:15PM-3:05PM *How To Become The Red Zebra In Your Niche, Stand Out From The Herd And Generate Tons Of New Clients Automatically With The Power Of TV-* **Dr. Jeff Hockings**

3:05PM – 3:30PM **Meet With Your Partners in Success - The GLM Exhibiting Companies.**

- 3:30PM -4:30PM** *Advanced Communication*– Nothing is more critical to your success in 2009 that how you communicate and manage yourself. Join Dave Frees as he teaches how to use advanced communication techniques on the most difficult person you will ever manage - you  
- **Dave Frees**
- 4:30PM-5:00PM** *Pearl Jam* – One Minute Pearls of Wisdom from Winners - **ALL**
- 5:00PM- 7:00PM** Break
- 7:00PM – 7:50PM** *Partner Lightening Round/ Raffle/The Comedy of Bob Battle* –  
**Bob Battle, The GLM Exhibiting Companies**
- 8:00 PM - 11:00 PM** **GLM NIGHTCLUB- Mad Brenda (with Special Guest Brocat Jackson)**

## Saturday January 31, 2009

Breakfast Provided by Embassy Suites in the Restaurant **(Hotel Guests Only)**

- 7:30AM** Room Opens
- 7:50 AM - 9:00AM** *Advanced Internet Marketing* – Our Top Internet Marketers show you their most advanced secrets and techniques. Some of this you haven't even heard of yet. - **Tom Foster, Mischelle Davis, Larry Buckfire**
- 9:00AM – 9:40 AM** *11 Things You Must Do* - Join Rem Jackson as he lays out a clear blueprint of exactly what you must do and the order in which you must do them to be able to achieve so much in 2009 that you are invited to speak at the 2010 Jumpstart Conference  
-**Rem Jackson**
- 9:40AM-10:00AM** **Meet With Your Partners in Success - The GLM Exhibiting Companies.**
- 10:00AM -11:10AM** *Great Legal Marketing is (and should be) Complex* – Tons of Examples from *Really Smart Lawyers*-**Ben Glass**
- 11:10PM - 11:30PM** *Breaking Up is Hard to Do*-Market Segmentation-how lawyers can use multiple niche law firms to define and refine their business.- **Charlie Hoffheimer**

**11:30PM - 11:55PM** *Formulating and Implementing Systems* - How we did it  
-**Nancy Cavey**

**11:55PM - 12:55PM** **Lunch**

**12:55PM - 1:15PM** Q&A with Mischelle Davis- **Mischelle Davis**

**1:15AM-2:00PM** *Life Just Gets Better* - Two extremely successful doctors and entrepreneurs share how they are able to work in their practices 4 days per month, run additional businesses, lecture and teach other professionals internationally, all the while living a rich and fulfilling Life that Just Gets Better every day.  
- **Hal Ornstein, DPM, John Guiliana, DPM**

**2:00PM - 2:45PM** *Two Sessions: (1) The Ethics of Marketing the “Ben Glass” Way and (2) What’s Next?—How You Should Be Thinking Going Forward* - **Ben Glass**

**2:45PM - 3:15PM** *Wrap up* - **Rem Jackson, Tom Foster**