

Sanford Group Presents Marketing for Law Firms to Dallas Legal Marketing Association

Houston, TX - March 19, 2007 - Sanford Group announced today that their CEO, Ronnie Sanford delivered a presentation on marketing legal services to the Dallas chapter of the Legal Marketing Association (LMA) on February 28, 2007.

The presentation, titled Getting Your Fair Share – For Law Firms, presented an in-depth look at how clients purchase legal services and discussed the marketing vehicles and techniques best used to reach them. Topics covered include:

- How Clients Buy Legal Services
- Positioning Law Firms
- Differentiating Law Firms
- Marketing Law Firms – Tools & Tactics

“It’s evident that Ronnie knows legal service marketing like few others,” said Lisa Whitmire, Practice Marketing Consultant for Thompson & Knight LLP and President of the Dallas chapter of the Legal Marketing Association. “I learned a lot from his presentation and would recommend him to anyone seeking a specialist in law firm marketing.”

“The Legal Marketing Association has long been the leading organization for law firm marketers,” said Ronnie Sanford, Chief Executive Officer at Sanford Group. “They have greatly advanced the use of marketing in the legal industry and I am pleased to collaborate with them.”

About Legal Marketing Association

The Legal Marketing Association (LMA), founded in 1985, is made-up of more than 2,600 members and is the world’s largest marketing network dedicated to serving the needs of professionals in the legal industry. Since its inception, LMA has provided legal professionals with access to educational programs, marketing research, professional standards of conduct and industry white papers, in addition to the opportunity to share ideas and best practices with members globally.

For more information, visit www.legalmarketing.org.

About Sanford Group

Sanford Group helps clients improve their business performance by ensuring that new products and services are developed successfully and launched in the most effective manner. Recognizing that more than half of all new offerings fail, Sanford Group collects and analyzes market data to create actionable strategies that resonate with customers. Sanford Group services include strategic marketing, public relations, marketing communications, design services and consulting. For more information, please visit www.sanford-group.com.

For those interested in learning more about marketing professional services, Ronnie Sanford’s interview on Houston’s Business Channel 11 titled “Marketing Professional Services” is now



available via download. The video of the interview can be downloaded at www.sanford-group.com/interview.htm.

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