

How I Began Working with Attorneys

by Marc Aronson

Prior to launching Business Builders in 1990, I ran hospital marketing departments. All of my initial clients were medical practices, I knew early on, however, that it would be better to diversify. The reason for considering moving beyond healthcare was that the field of medicine was headed toward socialization. The greater the healthcare would become socialized, the less the opportunity there would be for marketing professionals. Since my undergraduate and post graduate studies were in marketing and my practical knowledge in the field was vast, it was not difficult for me to grow Business Builders beyond the medical market.

I met my initial law client in 1993 at a local chamber of commerce event. He seemed to initially feel comfortable with me because I was a member of the chamber's board of directors. We chatted and he believed that marketing a law practice would not be all that different from marketing a medical practice. So, he gave me a try.

This attorney had focused on civil litigation, personal injury and family law. Initially, I conducted some marketing research into the local law market and determined, based on a void in the community, he should concentrate exclusively on family law. He agreed.

We worked together for eight years. My firm helped him build his family law practice to the point where his firm became the market leader in family law in north Los Angeles County. To this day, we remain friends and periodically has rehired my firm when his practice has had the need.

Through this attorney, I was introduced to many other lawyers. A few of them became my clients, one of which was a prominent bankruptcy attorney in the San Fernando Valley, who also introduced me to several attorneys of which some became clients. Today, working with law firms along with healthcare providers and accountants comprise the primary focus of Business Builders.

Through these attorneys, I learned much about the legal profession and how to apply my marketing expertise to the field of law, I am forever grateful to these two attorneys for the confidence and trust, which they placed in me.



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