

SYLVESTER LAW FIRM'S ONE PAGER (2/2007)

BUSINESS DEVELOPMENT

- ◆ **Update your logo.** Don't try to do it yourself. Leave it to the pros to interview you and create a logo that fits your personality and style.
- ◆ Include your new logo on useful promotional gifts for clients, prospects and referral sources. **Hats and mugs** are affordable and useful. (*Lou Epstein, CPA, of Skokie, gives out great hats. Contact him at lou@louisaepteincpa.com to obtain his vendor information.*) I recommend **USB thumb-drives** with your logo on them as something new and different. Stay away from cheap pens. Keep in mind that your promotional gift will in part affect others' views of you. **You're better off not giving away any promotional gifts than to give away cheap gifts.** I give away quality **leather bookmarks** that have my firm name and phone number on them. I believe it's impossible to determine how well these items actually promote business; nevertheless, we all enjoy getting a free gift, and hey, it's fun to see your name on promotional items!
- ◆ **Pay very close attention to your waiting room area.** Keep it nice, clean and tidy. Make sure the lighting is soft and comfortable. If you serve an "older" clientele, make sure you have chairs that are easy to sit down on and easy to get up from. Lay out magazines that are appropriate for your clientele. Also, make sure the magazines are no more than 1 month old. Always offer your "guests" coffee, tea, bottled water, Sprite, Coke and Diet Coke. Make sure you have **non-sugar sweetener** available for diabetic coffee drinkers. Finally, consider installing a phone in your waiting room that clients are free to use. **In short, pay close attention to the details, because details matter.**

DID YOU KNOW...?

- ◆ **WE ARE MOVING TO OUR NEW OFFICE ON FEBRUARY 15, WHICH IS AT: 1000 Skokie Boulevard, Suite 355, Wilmette, IL 60091.** We are moving into the **Chalet office building**, which is directly across from Edens Plaza in Wilmette. I have been waiting for the right sized space to become available in this building for a couple of years. Tenants have free access to 2 very nice conference rooms that are ideal for holding seminars. If you are interested in jointly hosting an educational seminar, just let me know. **Please update your address records, and plan to visit the new office in March.**
- ◆ I attended the **2007 Heckerling Institute on Estate Planning** in Orlando, which took place January 8 – 12. As always, the **Institute** was terrific. It's a lot of fun to hang out with fellow estate planning "junkies" from throughout the country. The 2008 **Institute** will take place January 14 – 18 in Orlando.
- ◆ Because real estate is often involved in trusts and estates, I represent clients in real estate transactions. I am a member of the **Illinois Real Estate Lawyers Association (IRELA)**. Please consider referring people to me who are or will be purchasing or selling real estate.
- ◆ In April I will be hosting another breakfast seminar at Ridgeview Grill in Wilmette. The topic will be **"The Most Common Estate Planning Mistakes and How to Avoid Them."** Please e-mail us at pss@sylvesterlawfirm.com if you would like to receive an invitation.
- ◆ My 2007 **fee schedule** for estate planning services has been posted on my web-site at www.sylvesterlawfirm.com.

RECOMMENDED RESOURCES

- ◆ **The Book of Trusts** by Stephan R. Leimberg, Charles K. Plotnick, Russell E. Miller and Daniel B. Evans. You can obtain this book through www.leimberg.com.

SYLVESTER LAW FIRM, PC
PATRICK S. SYLVESTER, ESQ.
Toll Free (866) 369 – 1200

pss@sylvesterlawfirm.com • www.sylvesterlawfirm.com