

# ***SYLVESTER LAW FIRM'S ONE PAGER*** (1/2007)

## **MARKETING TIPS**

- ◆ **Host a breakfast seminar** for small business owners, during which you present “*5 Ways to Save Taxes and Raise the Bottom Line.*” A breakfast seminar for 7-8 people will cost approximately \$65, including the tip.
- ◆ **Write an article for an attorney bar journal**, wherein you address retirement planning options for solo and small firm practitioners who do not have access to a 401(k) plan. This topic could also be addressed at a breakfast seminar.
- ◆ Inform your clients who have children that they can **force their children to take minimum distributions** from an inherited IRA instead of allowing the children to take lump-sum distributions. Providing this information will increase the likelihood of an on-going relationship with the next generation.
- ◆ Establish a **Marketing Board of Advisors** made up of 3 or 4 outside professionals who are in different professions, but who compliment your area of financial and/or accounting services. Host a breakfast each calendar quarter, during which you seek recommendations from your Board. The Board meetings should cover new ideas and an update on implementation of ideas discussed at previous Board meetings. You need not pay your Board members. They will be honored that you asked them to serve. Your Board members will develop a personal stake in seeing you succeed through implementation of their ideas. Ask for only a one year commitment from prospective Board members.

## **DID YOU KNOW...?**

- ◆ The **2007 Heckerling Institute on Estate Planning** will take place in Orlando January 8 – 12. The **Institute** is usually held in Miami Beach, but will be in Orlando for the next couple of years while the well-known Fountainebleau Hotel is being remodeled. The **Institute** is named after a former law professor at the University of Miami Law School.
- ◆ Fifty percent of my practice is devoted to pre-death **estate planning** (wills, trusts, transfer tax planning, etc.). Twenty-five percent is devoted to post-death **administration of trusts and estates**. Twenty percent is devoted to **trust and estate litigation**. Five percent is devoted to **business law and real estate**.
- ◆ I am regularly **hired by general practitioner attorneys** to map out estate plans and draft estate planning documents for their clients. In such cases, the client usually does not know that I am doing the work behind the scenes. This is a win-win situation because the attorney gets to maintain their relationship with their client, the client gets a more sophisticated plan, and I get paid doing what I truly enjoy doing. Because I don't have to meet with the client, I am able to charge the attorney a lower flat rate fee than is normally applied.
- ◆ When you see the designation “**LLM**” after an attorney's name, that means the attorney has earned a *Master of Laws* degree. To earn an LLM, the attorney typically needs to attend one year of schooling after graduating from a 3-year law school program. The “**JD**” designation after an attorney's name stands for *Juris Doctorate* or *Doctor of Jurisprudence*. The “**SJD**” designation is the equivalent to a Ph.D. for attorneys.

## **RECOMMENDED RESOURCES**

- ◆ Vaughn Henry's *Advanced Estate and Charitable Trust Planning* web-site at <http://gift-estate.com>. Mr. Henry is an attorney who practices law in Springfield, Illinois.
- ◆ Ed Slott's new book: *The Complete Retirement Planning Roadmap*. Ed Slott is a nationally recognized CPA.
- ◆ For helpful guidance on **asset protection planning**, see [www.assetprotectionbook.com](http://www.assetprotectionbook.com). Although the web-site is principally meant to sell an asset protection planning book, the site itself provides a wealth of **free information**.

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