



Letters for Lawyers: Essential Communication for Clients, Prospects, and Others,

By Thomas E. Kane

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Editorial Review

From the Inside Flap
Letters for Lawyers
Essential Communications for Clients, Prospects, and Others
2nd Edition

Frequent, effective written communication is vital to the successful practice of law. In today's legal industry, clients expect their lawyers to be responsive, efficient, and cost conscious. Communication with clients has never been more important. The new 2nd edition of this publication will help ease the task of communicating with clients, prospects and others. This book contains numerous communication tools, including: business letters, announcement cards, invitations, survey forms, response cards, press releases, and thank-you notes. Also for added convenience all letters are included on CD-Rom.

About the Author

Thomas E. Kane, Esq. is the principal of a legal marketing consulting firm based in Florida. Prior to establishing Kane Consulting, Inc. in 2003, he served as an in-house marketer for several firms and as a consultant to the legal industry for over 17 years. His last in-house position was as chief marketing officer for a 450-lawyer firm based in Philadelphia, where he had a staff of 13 and was responsible for the firm's marketing efforts in its 12 offices.

For nearly two decades, he has been involved in all aspects of legal marketing, from training, planning, public relations to conducting image campaigns, market research, advertising, and client feedback programs. He oversaw the development of promotional materials, newsletters, proposals and presentations, firm marketing events, and databases for his various firms.

Prior to his legal marketing experience he was the marketing manager for a very profitable, high technology division of Fortune 300 company, and was Vice President of marketing for an engineering company. Tom graduated from the College of the Holy Cross in Worcester, Massachusetts. Following graduation, he served a tour of active duty with the U.S. Navy, including service in the Vietnam theater. After his active duty service, he attended the University of Miami School of Law, where he received both his J. D. and LL.M. degrees. He continued his naval service as a reservist, and retired from U.S. Naval Reserve as a Captain. Following law school, he served as an Assistant Attorney General in North Carolina where he was the state's first environmental attorney. During his 13 years of public and private law practice, he represented clients in both Federal and state courts (trial and appellate), and before Federal and state agencies. He is licensed to practice in North Carolina and the District of Columbia.

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