

# How to Build Your Property Practice

This package of materials includes a booklet of articles on marketing and business development, the workbook that was used on the day of the workshop, a handout for a SWOT analysis and a blank outline for a marketing plan.

## BACKGROUND READING

Dunstone, Shelley "A guide to marketing, for people who hate it" <i>The Law Society of South Australia Bulletin</i> March 1999	1
Olsen, Adrienne "The 'M' word" <i>LawTalk</i> 523, 19 July 1999	5
Denney, Bob "Marketing made easy – because it is" <i>Law Practice Management</i> October 2000	9
Denney, Bob "Does your firm have a marketing culture?" <i>Law Practice Management</i> January/February 1999	12
Reevy, Joe "Cultivate clients: marketing without spending megabucks" <i>Law Practice Management</i> September 2000	14
Tarlton, Marilyn Astin "Making the world safe for lawyers to sell: lessons from the great war" <i>Law Practice Management</i> September 1999	16
Schmidt, Sally "The seven habits of unsuccessful marketers" <i>Law Practice Management</i> September 2000	18

## WORKBOOK

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What IS marketing?	4
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### **Acknowledgements**

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