



Marketing becomes a top priority when you decide to launch a first-of-a-kind law firm. Initially, I considered creating a branding campaign and decided to interview three marketing firms, including GWN Consultants. I have worked with GWN on various projects for nearly 10 years and they have been successful with every challenge posed.

During the initial assessment process, Nancy helped me realize that a branding campaign---which is what I thought I needed---would not only cost many thousands of dollars to create and produce, it is often unsuccessful in attracting new clients. For this reason, it is often not the best use of marketing dollars for a small business, particularly a professional service provider. She pointed out that a strategic, innovative problem-solution approach---one that is not employed by most traditional law firms---could help attract new clients and outshine the competition. It was then I decided to retain her to create a marketing communications plan for us.

I am so glad that I did. She not only did a sensational job in creating a customized, innovative, 100+ page marketing plan featuring a wealth of creative, fresh ideas and strategies for attracting clients, she delivered a practical approach that definitely stands out from traditional law firm marketing. These evergreen strategies can be repeated throughout the life of my company and no doubt can be responsible for helping us grow a profitable law firm. I have never seen or heard of an approach that resembles this one.

While all law firms say they solve clients' problems, their marketing usually focuses on the partner's expertise, the firm's awards and the impressive client list. GWN's Problem Solution™ approach is distinctive. It is client-centric and client focused versus self serving. It is more than a slogan or copy that says "we solve clients' problems." It can even cost less than traditional marketing endeavors, saving thousands for companies who are seeking more successful, results-oriented, cost-effective techniques for reaching their target audience.

GWN's approach enables clients to better understand their issues and most importantly, see how our firm can actually change, improve and better the lives of both themselves and their families. It even illustrates how entrepreneurs and business owners can become more productive and profitable, helping them attract new clients or customers as well.

Thanks to Nancy, we have a powerful core marketing message and creative tactics---many of which I never thought of before---that will successfully take us into the future.

I think Nancy's impressive skills, creativity and knowledge can benefit any service provider or business who is struggling with their marketing, dissatisfied with their current or previous marketing endeavors and wants a practical results-oriented solution. I recommend her without hesitation.

Sincerely,



Karl A. Schieneman