

## The latest L-I-N-G-O

By Nader Anise

These terms might not be uttered in a courtroom and you probably won't see them in *Black's Law Dictionary* any time soon, but for many lawyers, these marketing phrases have become part of their everyday vernacular:

**A.T.M.** (Always Think Marketing): Describes the mindset of a textbook "lawyerpreneur," who is always looking for a marketing opportunity.

**Back-end:** Added revenue that is generated by providing additional legal services to existing clients. It is considerably easier and cheaper to "resell" clients with whom there is an established relationship than it is to find new clients.

**Lawyerpreneur:** An attorney who is also entrepreneurial, some-

times by necessity. Generally refers to attorneys in solo and small firm practices (mainly 1-5 members).

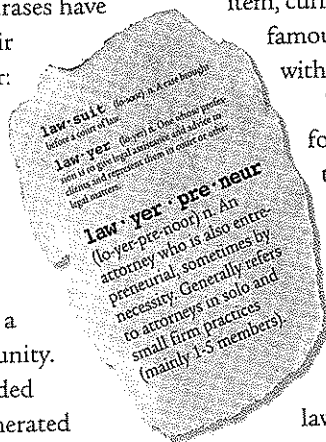
**Piggybacking:** Generating publicity by using a "front page" news item, current event, court decision or famous personality and tying it in with a lawyer's area of expertise.

**Two-level niche:** A focused, narrow legal specialty — typically, the first of the two levels relates to a substantive area of law, while the second relates to a specific demographic. For example, family law for women, real estate investor law and immigration law for

Brazilian clients.

**U.S.P.** (Unique Selling Proposition): A well-defined statement that differentiates one attorney's services from his or her competitors, and gives clients a compelling reason to hire that attorney.

—Nader Anise is a marketing consultant.

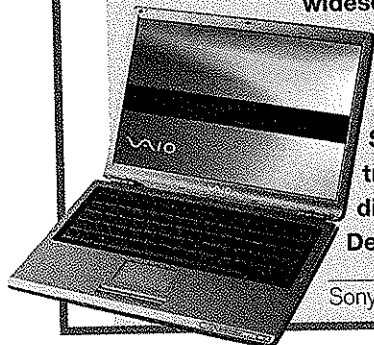


## OFFICESPACE

At just 4.2 pounds, the new Sony VAIO S260P is ideal for the frequent traveler. It's light and boasts a battery life of up to 6.5 hours. It's loaded with features both to enhance your productivity and to help you unwind. It includes integrated wireless capabilities that help you access hotspots. It also comes with Microsoft Windows XP Professional and a 60 GB hard drive. Its 13.3"

widescreen format display is large enough to view your documents and to enjoy a movie. Other perks include preinstalled photography and video software and SonicStage Mastering Studio Music Software, so you can finally transfer all those old tapes and vinyl into a digital format. This model lists for \$1,899.

Details: [www.sony.com](http://www.sony.com). —Trevor Delaney



Sony VAIO S260P

## NEW FIRM ANNOUNCEMENTS

**W. Stephen Cannon**, former general counsel of consumer electronics retailer Circuit City, has opened a Washington, D.C. office of Constantine & Partners, a N.Y.-based litigation boutique. The new moniker: Constantine & Cannon.



W. Stephen Cannon



Matthew Danahy

**Matthew Danahy** and **David Murray** recently formed Danahy & Murray. Based in Tampa, the firm concentrates on representing plaintiffs in disputes regarding insurance coverage issues.



Mark Lammers

Tucson, Arizona attorneys **Mark Lammers** and **Stephen Barkley** have formed Lammers & Barkley. The firm's practice areas include professional negligence, corporate, business, and real estate transactions, among others.



Stephen Barkley

Former solo practitioners **David Leffler**, **Seth Marcus** and **Brian McCaffrey** have combined their efforts as Leffler Marcus & McCaffrey in New York. They specialize in commercial law including litigations and transactions.



Hung Bui

**Michael Stein**, **James McEwen** and **Hung Bui** have opened the doors of their new intellectual property firm Stein, McEwen & Bui in Washington, D.C.



Michael Stein



James McEwen

Please send new firm announcements to [sfb@amlaw.com](mailto:sfb@amlaw.com).