

Inner Circle Resources



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Welcome to Inner Circle Resources! Are you ready to take the leap and open your own law practice? As an experienced lawyer, you know the ins and outs of the legal industry, but the business side of things may be more challenging. That's where Inner Circle Resources comes in. This insider's guide is a repository of highly recommended legal industry marketing (and business) services and tools. You now have access to the resources you need to build a successful law practice.

You'll get exclusive behind-the-scenes exposure to the tools, software and experts leveraged routinely by successful legal marketers.

The resources included in this collection are the same tools that have helped me, and my trusted legal industry colleagues grow our and our clients' respective businesses.



Think of this guide as your personal shortcut through the maze of legal business decisions. No hype. No fluff. Just the tried-and-true resources lawyers like you actually use to build momentum.

Whether you're refining your brand, managing cases more efficiently, or figuring out which investments are worth your time, these tools are here to help you move smarter, not harder.

You don't have to figure it all out alone. I've gathered what works so you can spend less time Googling and more time growing.

Let's start stacking wins for your new firm—one smart choice at a time.

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Inner Circle Resources: The Insider's Repository of Highly Recommended Legal Industry Marketing Services and Business Tools

Business Operations Tools

■ Office Supplies and Stationery

These companies have been tried and tested by professionals in the industry and have consistently provided high-quality products and excellent customer service. Whether you're in need of basic office supplies or looking for unique and innovative stationery items, these companies are sure to have what you need. So, without further ado, here are our top recommended office supply and stationery companies.

[All-State Legal](#)

[Amazon Office Supplies](#)

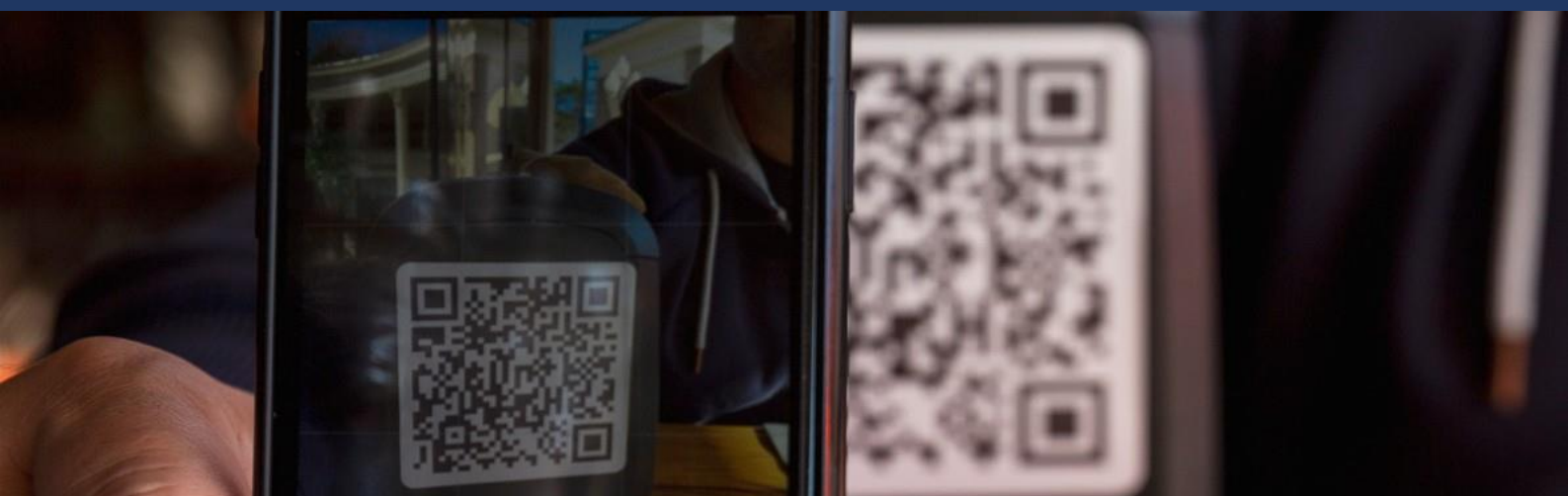
[Wells & Drew](#)

■ Digital Business Cards and QR Codes

HiHello digital business cards are changing how lawyers network. No more bulky cards or forgotten email addresses—just tap your phone to share contact info instantly. Your digital card stays updated, so you'll never hand out old info again. Simple, smart, and always current.

Start networking the modern way with HiHello.

[HiHello](#)





■ Payroll Services

ADP is a global provider of business outsourcing solutions. It offers a comprehensive range of human resources, payroll, tax and benefits administration solutions from a single source. ADP helps organizations of all sizes to better manage their people, processes and finances. It ensures businesses are compliant with labor regulations and provides valuable insights into employee and organizational performance.

[ADP](#)

■ Health Insurance

By selecting UnitedHealthcare, you can receive comprehensive benefit solutions that will bring greater healthcare value to your business and your staff. Based on the most comprehensive data and insights available.

UnitedHealthcare plans are created to reduce your total cost of care, enhance care quality for your employees, support health and wellness for improved results, and make the healthcare process easier for all.

[United Healthcare Oxford](#)

■ Liability Insurance

[USI](#) – Professional Liability Insurance

[CNA](#) – Lawyers Professional Liability Coverage



■ Client Payment Processing

[LawPay](#) - Payment technology that helps law firms get paid faster, easier, and more securely.

■ Case Management, Timekeeping and Billing

[Clio](#) - Legal practice management software that streamlines tasks, billing, and client communication.

■ Call Conferencing/Video Conferencing

[Free Conference Call](#)

[Zoom Pro](#)

■ Go-To Firm Performance Reports

The world's most powerful client intelligence platform for law & accounting firms. Identify hidden revenue growth opportunities at a scale never before possible, until now. Enough said!

<https://www.orgaimi.com/>

Legal Research (Online/Digital)

[CoCounsel/CaseText](#)

■ Website Hosting Services

[Hostgator](#)

■ Website Designers

If you're looking for a website designer to help you create an online presence that is as unique as your business, then I'm excited to introduce you to my colleagues' top recommendations. Let's take a look!

[Clockwork Design Group](#)

<http://www.Markitors.com>

<https://www.firmseek.com/>

[Caskey Group](#)

[BD&E](#)

<https://www.linkedin.com/in/jeansullivandesign/> (Jean Sullivan)

[Herrmann Advertising Design/Communications](#)

<https://www.linkedin.com/in/samsalesli/> (Samantha McKenna)

[Clearview](#) (Adrian Dayton)

Website Support/Maintenance for WordPress Site

Welcome to the wild world of website support and maintenance for WordPress sites! Are you tired of your website crashing every time you try to make a simple update? Do you have more 404 errors than actual pages on your site? Don't worry, my very own "web guy" - [Rakhibul Hasan](#) - is here to help. This skilled website ninja will come to the rescue and get your site up and running smoothly in no time. So, sit back, relax, and let him take care of the technical stuff while you focus on running your firm. Rakhibul and I met on Fiverr in 2017, and he's been my website miracle worker ever since!

Marketing and Visibility

■ Legal Copywriters/Content Writers

If you're even bothering to read this category, it's likely that you're a word nerd who loves nothing more than crafting the perfect sentence (or paragraph, or page). But who are we kidding? Legal writing can be a bit of a snooze-fest. Dry language, endless legalese, and mind-numbing statutes and regulations can make it tough to stay engaged. That's where we come in! Our team of legal copywriters and content writers are here to inject some personality and pizzazz into the world of law. With our quick wit and clever turns of phrase, we'll make sure your legal content or marketing copy are not only accurate and compliant, but also a pleasure to read.

[Legal Copywriting Central](#)

[Marketsmiths](#)

■ PR Firms

Are you tired of being overlooked in the industry and losing out on new clients? Well, that ends today because we've compiled a list of the top recommended legal industry PR firms that will help you shake things up and get noticed. These PR powerhouses will spin your image into gold and have you rising to the top in no time. So put on your game face and get ready to dominate the legal world with the help of these PR experts.

[Blattel Communications](#)

[Bamepr.com](#)

[Buchanan PR](#)

[Reputation Ink](#)

[Trevi Communications](#)

[Infinite Global](#)





LinkedIn Experts

Stefanie Marrone

Stefanie Marrone is a LinkedIn Influencer, a National Law Review contributor and a legal marketing thought leader expert with over 15 years of experience in the legal marketing industry. She is the founder of <https://www.socialmediabutterflyblog.com/>, a site that specializes in helping law firms leverage the power of LinkedIn and other social media platforms to attract potential clients and build relationships with referral sources. She is also a coach and speaker who helps lawyers and legal professionals grow their presence on LinkedIn. Stefanie is passionate about helping legal professionals understand the power of social media and how to use it to increase their visibility and credibility.

Jennifer Forester

[Jennifer Forester](#) is a business development coach helping lawyers avoid random acts of marketing. An independent consultant since 2017, her career path in the legal industry spans more than two decades in sales, marketing, and business development roles for media companies and inside large law firms. As a business development coach, Jennifer shows attorneys at all levels how to balance online and offline interactions to target meaningful books of business. She provides group workshops on best practices for business development, emphasizing LinkedIn to grow reputations and relationships.





■ Email Marketing and/or Customer Relations Management (CRM)

[ActiveCampaign](#)

[Aweber](#)

[MailChimp](#)

■ Headshot Photographers

These individuals have snapped their way to the top of the legal world and know exactly how to make your firm look good on camera. So, sit back, relax, and let these legal eagles work their magic with their trusty lenses and camera tricks.

[Gittings Global](#)

[Picture More Business](#)

■ Speakers - Multi-generational Workplaces

Welcome to the "Speakers - Multi-generational Workplaces" category! In this section, we present experts who know how to tackle the age-old question: how do we all get along when there's a mix of young whippersnappers and seasoned pros in the office? These experts explore the challenges and opportunities that come with working in a multi-generational environment. With the aging population and increasing lifespan, it's becoming more common for people of different ages to work together. This brings a wealth of diverse perspectives and experiences to the table, but it also means that we need to be mindful of the unique needs and communication styles of our colleagues across the age spectrum. These expert speakers can provide insights and strategies for building cohesive and productive teams in a multi-generational workplace.

[Chris DeSantis](#)

[Andrew Grill](#)

[Lindsey Pollak](#)

[Phil Gwoke](#)

[Jonathan Fitzgarrald](#)

[OBSV](#)

[Gabrielle Bosché](#)

[Adrian Porter](#)

Staying in the Know

■ News and Content Aggregators

[Above the Law](#)

[National Law Review](#)

■ Legal Marketing Blogs

Welcome to my legal marketing blog list! This list is a curated collection of some of the best legal marketing blogs out there, all in one place. Whether you're a solo practitioner looking to get more clients or you and a select group of colleagues decided to make a run for it from biglaw and start your own thing, these blogs have something for everyone. With valuable insights, tips, and strategies for marketing your legal services, you'll find the resources you need to grow your business and reach your target audience.

<https://mockingbird.marketing/blog/>

<https://www.attorneyatwork.com/>

<https://www.lawyermarketing.com/blog/>

<https://www.martindale-avvo.com/blog/>

<https://legalcopywritingcentral.com/blog/>

<https://www.clio.com/blog/category/marketing/>

■ Legal Marketing Books

Get ready to level up your legal marketing skills with our insider's list of recommended legal marketing books! It doesn't matter if you're a rookie or a veteran in the law firm business world, these specially selected books contain invaluable advice and tactics, from leading professionals, that will help to propel your company to the top. So, don your thinking cap and prepare to be enlightened by these must-read books!

- [Click Magnet: The Ultimate Digital Marketing Guide For Law Firms Paperback](#)
- [We're Smart. We're Old. And We're the Best at Everything.: The World's First No-BS](#)
- [Guide to Legal Marketing and Branding Paperback](#)
- [The Marketer's Guide to Law Firms: How to Build Bridges Between Fee Earners and Fee](#)
- [Burners in Your Firm Kindle Edition](#)
- [The Marketer's Guide to Law Firms: How to build bridges between fee earners and fee](#)
- [burners in your firm Paperback](#)



Thank you for taking the time to read through Inner Circle Resources: The Insider's Repository of Highly Recommended Legal Industry Marketing Services and Business Tools. We hope this guide has been a helpful resource in your new journey to mastering law practice marketing and business operations.

Now that you have all many of the tools and resources used and trusted by veterans in this industry to build and grow your law practice, it's time to act!

Get started today and make your law practice the best it can be. Start leveraging the services and tools recommended in this repository and watch your law practice soar.

Want to learn
more about
growing your
business?

Tell us all about it.



Info@legalcopywritingcentral.com

(8 0 0) 8 6 2 - 0 3 6 1

DISCLOSURE: Some links in this guide are affiliate links, which means I may earn a small commission if you choose to make a purchase—at no extra cost to you. I only share tools I’ve personally vetted or that have been vetted by trusted colleagues—resources we truly believe are helpful, trustworthy, and worth your time. Thank you for being here and for supporting the care I put into curating these recommendations.