



The Virtual Paralegal Training Center™  
Virtual Paralegal Newsletter Magazine™  
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## Virtual Paralegal Newsletter Magazine™

### ***This Issue:***

- *Volume 9, 1/4/11*
- Happy New Year! – VPTC's Plans for 2011
- Using direct mail to market your virtual paralegal-assistant business
- Forum discussion
- Legal quote

### **VPTC's Plans for 2011**

Happy New Year!

We have all made it to 2011. Another year older and wiser ☺

I hope this year will bring more recognition to the virtual paralegal-assistant business to make it a successful year for all of us.

With the help of the [Virtual Paralegal Client Services](#), VPTC plan on taking a more active role in promoting the virtual paralegal business to attorneys and legal departments across the nation.

We will start by offering daily Blogs, responding to frequently asked questions about the virtual paralegal business and outline the benefits of hiring and working with virtual paralegals and assistants.

Our Blog series will also included training materials on how to start and grow a virtual paralegal-assistant business.

VPTC welcome your feedbacks, suggestions and opinions in making these Blog series successful. We are also inviting you to [submit](#) guest Blog posts and articles relevant to the virtual paralegal-assistant business.

Thank you for continued support and participation. We look forward to working with you towards our common goals.



Regards,  
Cordina Charvis  
Virtual Paralegal



### **Using direct mail to market your virtual paralegal-assistant business**

Direct mailing can be a very effective way of advertising your virtual paralegal-assistant business if it is done right. When preparing your direct mail campaign you should first determine your target market.

If you decide to purchase or create a list of attorneys to market your services; make sure to take the time to review the list to only include the attorneys who actually have a need for your services. It is a waste of time to market to bankruptcy attorneys when your area or practice is corporate. It is very unlikely they will forward your mailing to a bankruptcy colleague without having used your services in past.

Do not send your prospective clients generic mailings. It will be disregarded as junk mail. When sending direct mail always address it to a person and not just the name of the company. If you do not have the name of the general counsel or managing attorney, call the law firm or legal department for their information.

After you have create your master list; break it up into sections of 5 -10 attorneys. Then take some time to research each attorney thoroughly before marketing to them. Most law firms today have a Blog or a website; visit their Blog or website to learn more about the firm, their practice areas and their clients. Google the attorney's name to see if they have written and published articles or books. If you are going to market to them, take time to read at least their published articles.

The point is, the more you know about your prospective clients and their reputation in the market the easier it will be to market to them.



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## Forum Question

[Click here](#) to join the discussion. What do you include in your direct mail campaign when marketing your virtual paralegal-assistant business?

## Legal Quote

He can who thinks he can, and he can't who thinks he can't. This is an inexorable, indisputable law.

**Pablo Picasso**

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