LawExchange INTERNATIONAL

MAXIMIZING MEMBERSHIP BENEFITS

LEI membership gives law firms a competitive advantage by expanding their global resources to better serve and protect their client base. This step-by-step plan outlines steps your firm can take to maximize your membership

STEP 1: Get integrated. Complete these immediate to-do items to integrate your firm as an active member of LEI.

- Complete and return the **Member Information Form** to lawexchange@hewitsons.com. The information will be used to create your firm's LEI website firm profile.
- Send your firm logo and gatekeeper photos to lawexchange@hewitsons.com for posting on your firm's LEI website firm profile and inclusion on the LEI website photo bank.

STEP 2: Get to know LEI. To effectively use your membership, all members of your firm must be equipped with knowledge about LEI and its benefits.

- Review the **LawExchange International Membership Guide*** for an overview of LEI and its many available
- resources.
- Review the MEMBER AREA of the LEI website to become familiar with the many informative resources
- available.
- Send the **Internal Email Announcement*** to all people in your firm. Attach the **LEI Membership Overview & Benefits***.
- Share your firm's LEI website MEMBER AREA user name and password with all members of your firm so they can gain access to the many resources available.
- Add members of your firm to the distribution list for SoundByte, LEI's monthly email bulletin. Send email addresses to be added to lawexchange@hewitsons.com.

STEP 3: Promote your firm to LEI. Create visibility for your firm and develop relationships with other LEI firms.

- Review the LEI member firm list and contact member firms located in jurisdictions of interest. Discuss referral possibilities, collaborating to attract new clients and filling gaps in practice areas.
- Add lawexchange@loonix.com to your distribution list for news, newsletter, articles, alerts, etc. to feature your firm's news and information on the LEI website and in SoundByte.
- Follow the LEI social media pages to receive all the news and articles.
- Participate in conferences, regional meetings and other LEI events and activities. See the CONFERENCES section of the LEI website MEMBER AREA for information.
- Post referrals made to other LEI firms on the REFERRALS REGISTER section of the LEI website MEMBER AREA.

STEP 4: Use LEI in your marketing efforts. Promote your LEI membership and its benefits to your current and prospective clients by incorporating LEI into your marketing efforts.

- Use the **LEI logo*** and the **LEI Description*** in all your firm's marketing materials.
- Create an LEI page on your firm's website.
- Use the **LEI's Fast Facts digital brochure*** to promote LEI to all relevant contacts.
- Use the **New Member Press Release*** to announce your LEI membership to local media.

*** Available in the MARKETING TOOLBOX section of the LEI website MEMBER AREA.**

Contact us : www.lawexchange.org
Mail us : lawexchange@hewitsons.com
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