

# Legal Services Focal Points

## Why focus on the Legal Services Market?

"Legal Services" usually means law firms, of which there are 170,000 in the US. The industry is highly fragmented—the 50 largest firms hold less than 15% of the market. Only about 2,000 law firms (a little over 1%) have annual revenue over \$10 million. So that means small firms do the majority of legal business out there, which is good because you probably have a number of small firms in your area. Law firms tend to specialize, and some specialties are doing better than others in this economy. Firms that focus on bankruptcy law, civil litigation, and debt collection are doing well. In addition there are those specializing in mergers/acquisitions, real estate, and commercial transactions (such as joint ventures, corporate contracts, international trade, etc).

Paper♥Mate®

## Proven Sellers in the Legal Services Market

Paper♥Mate® Profile® Gel



Gel Pen: \$1.90(A) • 100 Units

Paper♥Mate® InkJoy



Hybrid Ink Pen: \$0.83(A) • 300 Units

Paper♥Mate® InkJoy



Retractable Gel Ink Pen: \$3.51(A) • 100 Units

Sharpie® GEL HIGHLIGHTER



Gel Highlighter: \$2.87(A) • 200 Units

Sharpie® SGEL



Gel Pen: \$2.22(A) • 200 Units

Sharpie® ROLLER



Rollerball: \$3.52(A) • 200 Units

Sharpie® TANK HIGHLIGHTER



Tank Highlighter: \$3.01(A) • 200 Units

Sharpie® MINI



Permanent Marker: \$2.21(A) • 200 Units

Sharpie® FINE



Permanent Marker: \$2.01(A) • 200 Units

Sharpie®

## Promotional Ideas for the Legal Services Market

- **Conference Room Pens**—A necessary tool, and a great way to brand your firm.
- **Client Appreciation Gifts**—The most profitable clients deserve pampering, and the special attention may secure ongoing business.
- **New Client Gift**—A long-term client is the goal of every firm, and a quality logo'd pen is a perfect way to say "We want your business for life."
- **As Part of an Identity Protection Program**—Identity theft is constantly in the news, and law firms can add value by informing & protecting their clients. The Sharpie SGEL Gel Pen is an ideal solution to prevent check washing and document fraud, rampant forms of identity theft.
- **Employee Appreciation**—Recognize employees by handing out quality logo'd pens for birthdays, anniversaries, attendance awards, and in conjunction with bonuses or merit increases.
- **Partner Gifts**—Fine writing instruments are an ideal way to convey the importance of, and respect for, the Partners who bring in the business.