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The Expert Witness Marketing Book: How to Promote Your ...

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Expert Witness Marketing

Rosalie Hamilton is the author of The Expert Witness Marketing Book (link) and a frequent speaker at expert conferences. The most important points to include in an introductory, or

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solicitation, letter are the subject line and the P.S. (postscript). The attorneys who will read your letter bill their time by the hour.

Expert Article Library - Expert Witness Directory

In 2003, Rosalie wrote The Expert Witness Marketing Book. While employed in the 90's at Texas Lawyer, a legal newspaper in the American Lawyer Media chain, Rosalie spoke at various expert witness conferences, educating experts about marketing their litigation support practice instead of just buying advertisements.

Rosalie Hamilton The Expert on Expert Witness Marketing ...

Rosalie Hamilton is a leading authority on expert witness marketing and founder of Expert Communications. A consultant, speaker, and author, she is a marketing expert for those who engage in expert witness work. More articles by Rosalie Hamilton: Cross-Examination

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on the "what" and too little on the "who" and "why." The "what you are" is the information you list in directories and other advertising.

Expert Witness Marketing - What, Who, and Why

Since 1969, Dan Poynter has written and published more than 100 books including Writing Nonfiction, The Self-Publishing Manual, The Skydiver's Handbook and The Expert Witness Handbook. He has also created more than 50 reports, nine audio CDs, four video programs, a dozen eBooks and more than 500 magazine articles.

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