

What our readers say

About *The passionate professional – creating value, success, prosperity*

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"Linda Julian's decades of experience and her own passion for helping lawyers create prosperous practices are obvious from the first page of this sizeable book. Her biggest achievement here is the way she presents important sales & marketing concepts to a professional audience that may be unfamiliar with them, using an accessible and readable style that respects the reader's intellectual capability whilst also challenging them to think more laterally about the clients they serve (or would like to serve). Highly recommended for any expert professional, but particularly any lawyer, who tends to struggle with the realities of marketing and selling."

Robyn Haydon, Principal Consultant, Winning Words and author of *The Shredder Test: the Australian guide to writing winning proposals*

"I have found eTips to be quite useful. Lawyers are not trained in the fundamental art of marketing - yet for many the ability to deal and communicate adequately with clients is imperative. ETips not only puts reasoning behind our actions, but also provides ideas which can be implemented without causing great disruptions to your daily routine. I have found them to re-inforce some of my own practices whilst importantly providing fresh concepts."

Nick Di Girolamo, Managing Partner, Colin Biggers & Paisley

"In this busy world of information overload, Linda Julian's excellent eTips offer refreshingly short but punchy ideas for all professionals who are passionate about having an impact and making a difference."

Simon Tupman, Author, *Why Lawyers Should Eat Bananas*

"Linda has the Midas touch when it comes to turning lacklustre professional practices into highly profitable money machines. With her unique combination of practical know-how and proven methods, Linda helps her clients win new business while other firms pack their tents to go home. Linda's keen strategies – and ability to quickly identify and solve problems – has made her law marketing's shining star. Whether you're reading Linda's eTips or paying a well-deserved fee, you can be sure that Linda's skills and insights will return your investment of time, money and energy several fold."

**Trey Ryder, Lawyer Marketing Specialist,
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"Linda Julian writes with authority about the passionate professional because she is one herself. Her suggestions are also powerfully practical. She reminds us of the simple yet critical things a lawyer must do to nourish client relationships and get rave reviews and referrals."

Ann Lee Gibson, Ph.D., Ann Lee Gibson Consulting

I purchased "The Passionate Professional" in preparation for a Marketing Retreat I was hosting for our partners. I found the information in your book very useful and persuasive with the partners and this has now led to the partners agreeing to Client Relationship Reviews and several other new marketing initiatives.

Tracey Whyte, Marketing Coordinator, Thynne & Macartney

"Thoughtful, pragmatic, practical, well researched. The distillation of years of experience of a practitioner who understands what makes successful law firms tick."

Greg Dwyer, Director – Practice Development, College of Law, NSW

"... valuable, practical guidance for any professional firm ... refreshingly clear and succinct."

Frank Maher, LegalRisk, UK

"Linda Julian has provided much valued advice to clients for many years – her latest venture into eTips is a great complement to her work and we keep it for handy reference as it provides succinct and practical advice for all occasions."

"Many of us forget the basics – eTips is my favourite reminder tool and that I regularly refer to it, well done Linda."

"For short, practical and easy to follow advice you can't beat eTips."

"Having an online advice service that provides SHORT and yet highly beneficial advice is much needed in these days of overload – well done Linda."

Dott Hall, Director, Potent Professionals Pty Ltd

"Highly relevant, challenging but refreshingly straightforward. Linda's weekly stream of tips has encouraged me to run the extra mile in delivering quality service and developing closer communication with and understanding of our clients and their needs. Thank you."

Andrew MacGeoch, Partner, Johnson Stokes & Master, Hong Kong