



The Case For Promoting Our Law Firm the Old-Fashion Way

Abstract

Look at the back cover of your local telephone directory, the side panel of a city bus, or the billboards along the interstate and you are likely to find a law firm promoting its legal talents. Advertisements inundate your favorite television programs; radio sports talk shows and invades the Internet with tasteless and intrusive “paid for” messaging in an undying effort to win your business.

Most of these advertising campaigns are more glitz than substance. Many ads and commercials are sponsored by attorneys and law firms located out-of-state who are soliciting Ohio cases and claims. Their goal is to sign up the case and then refer it to a local attorney with whom they have struck a deal.

Since it’s founding, The Czack Law Firm, LLC has implemented a strict no advertising policy within the firm. **The firm is aggressive in the representation of its own clients, not aggressive in its advertising to find new clients. The firm looks to gain new cases and clients the old-fashioned way – by earning them!**

Northeast Ohio boasts many excellent law firms and attorneys, both on the plaintiff and defense side. The Czack Law Firm is proud to be a part of this great legal community. The firm has used its talents and resources in the area of personal injury law to successfully battle international pharmaceutical companies, national trucking firms and their logistic providers, world-class hospitals and their physicians, and multibillion-dollar insurance companies on behalf of its clients.

This paper highlights The Czack Law Firm’s skills, expounds on its reputation in the legal community, and describes its business model which focuses on serving its current and past clients, as opposed to using “fishing tactics” to advertise its practice through the media in search of new clients.

Introduction

The Czack Law Firm, LLC is a tradition-oriented law firm concentrating its practice in the areas of serious personal injury and wrongful death law. The firm is located in the heart of downtown Cleveland -- in the historic Warehouse District – just steps away from the newly revitalized East Bank of the Flats. Attorney Michael Czack (pronounced “Zak”) has been practicing law out of downtown Cleveland for more than 31 years. As trial lawyers, the firm believes it is important to be near both the state and federal courthouse buildings.

In this day and age of mega-sized law firms and their multi-million dollar advertising budgets, The Czack Law Firm has been consistent in its refusal to engage in “mass media” self-promotion. You won’t see The Czack Law Firm advertising on television, radio, on the back of telephone directories, or on billboards. The firm maintains a small advertisement in the local Cleveland and Cuyahoga County Yellow Pages directory and it developed an easy to navigate, fact-based website (www.czacklaw.com) for the benefit of its clientele.

Sticking to the time-honored tradition of the legal profession, The Czack Law Firm, LLC believes its clients and their families want their attorneys to devote a large majority of their time to the legal issues involved in their cases -- and not doing commercials or being recruited by media giants looking to fill their advertising time and space.

Attracting and Retaining Clients Without Advertising

The Czack Law Firm, LLC believes in acquiring new clients the old fashioned way – by earning them. There is no need to advertise if you take care of those you are already charged to serve and represent. Attorney Michael Czack has had the privilege and opportunity to handle many high-profile “in the news” cases, representing everyone from laborers to executives, police officers, firefighters, EMT’s, teachers, coaches, physicians, attorneys, bus and truck drivers, along with individuals of every age from every other walk of life. Further, these clients have come from all parts of Cleveland, Northeast Ohio and beyond Ohio’s borders, including clients from over 10 other states throughout the country. The Czack Law Firm’s philosophy is that if they represent their current clients in the way they expect and are entitled to, then they will recommend their loved ones, co-workers, neighbors and friends who are suffering and in need of legal assistance due to a serious personal injury or wrongful death to the firm at some future date.

Michael Czack’s reputation as a personal injury attorney has not gone unnoticed among his peers. Over the last decade, Attorney Michael Czack has received an AV Rating, (the highest rating possible), from the prestigious Martindale-Hubbell Peer Review Ratings System. The Martindale-Hubbell Peer Review Ratings System is based on the confidential opinions of members of the legal community and the Judiciary.

In addition, Attorney Czack has consistently been named an Ohio Super Lawyer and has appeared in the esteemed Super Lawyers Magazine for his outstanding work in the area of plaintiff personal injury law in the State of Ohio. Super Lawyers magazine lists prominent lawyers and their area of specialty on its Web site – www.superlawyers.com.

Peer respect and recognition strengthens The Czack Law Firm’s stance against any type of mass media advertising campaign or program.

Advertising Procedures Differ Nationwide

While The Czack Law Firm has a strict policy against advertising, attorneys in other states, including Massachusetts have seen restrictions on their advertising loosened rather than tightened.¹ It is rare for many attorneys and law firms to dive headfirst into campaigns that could be viewed as intrusive or tasteless, according to legal research marketing studies. There will, however, be some who will seize the opportunity to thrive through insidious advertising.

Once again, The Czack Law Firm believe its legacy of excellence and its solid reputation throughout Cleveland, Cuyahoga County and all of Northeast Ohio will drive new clients to seek legal assistance in their time of need; insipid and intrusive advertising will not.

Conclusion

The Czack Law Firm’s position on mass media advertising is supported by several proven ideals that consistently generate client growth. Attorney Michael Czack (pronounced “Zak”) and his law firm are able to strategically distance themselves from other attorneys and firms because of its size, which enables him to offer each client personal and individualized attention. Clients do not have to deal with multi-levels of law clerks; junior partners or senior associates all handling their case. The attorney you meet with will handle all non-administrative aspects of your case, from beginning to end.

A strong personal bond with its clients is yet another reason for the firm’s opposition to advertising. For example, The Czack Law Firm devotes a section of its website specifically to keeping clients and their families informed and up-to-date about their own health and safety issues.

Whether it is a new teen driver and how to discuss distracted driving issues with them, what questions to ask your physician when you’re having health problems, identifying defective children’s toys and products, learning about a new drug’s harmful side effects or what to do if a loved one is having issues in an assisted-living facility, The Czack Law Firm, LLC provides up-to-date information and resources to help its clients in their daily lives.

Because of its commitment to family and the community, The Czack Law Firm is proud to be involved in many Greater Cleveland charitable organizations and events. Every summer, the firm takes part in The Greater Cleveland Police Scholarship Memorial Motorcycle Rally, an organization that assists fallen police officers and their families. (www.clevelandpolicescholarship.org) Attorney Czack also spends time volunteering at The Fresh Air Camp (www.freshaircamp.org) and with The Cleveland Browns Adapted Football Organization (www.achievementcenters.org)

In the end, if you desire that the community seek your legal assistance in their time of need, you had better be a part of that community to understand what it is they are experiencing in their own lives.

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