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## INNS AND OUTS

### Offer in court

SOLICITORS tired of waiting for clients to appear can try special promotions, suggests Lawrence Savell, a partner at Chadbourne & Parke, of New York. Perhaps a special offer, "Sue One, Sue One Free", or an incentive-based "Frequent Filer" programme, giving free representation to habitual litigants. He says that after a bruising recession, lawyers must learn to sell their "product" in the manner of Madison Avenue, not Wall Street.