



## DISTANCE LEARNING

### Benefits

The distance learning course *Legal Business Development: Basic Principles and Best Practices* offers a convenient and cost effective way for lawyers to:

- Improve business development skills
- Retain current clients
- Bring in more new business

### The program includes

Over the course of six weeks, you will complete a two-page personal action plan summarizing the action items that are most likely to produce immediate and practical results for your practice, your personality and your schedule.

The program includes:

- Access to recordings of five 60-minute PowerPoint presentations, including audio; all were recorded by LegalBizDev founder Jim Hassett
- Six sets of structured email exchanges with a LegalBizDev certified coach who will advise you on the best way to apply these principles to your practice
- Handouts of the slides from these presentations and structured exercises to help you apply the concepts to your practice
- One copy of *The LegalBizDev Desk Reference*, an A-to-Z encyclopedia of advice for common legal marketing situations, including checklists you will use to complete your personal action plan

### Course content

**Module 1:** Six ways to increase results from your limited marketing time.

The content includes:

- **Start with current clients.** Work with the people who already know and value your service.
- **Plan advances.** Identify easily achievable activities that you can take to move the sale forward.
- **Focus on personal strengths.** Pinpoint how your best abilities can increase business.

**Module 2:** How to protect and increase business with current clients. Topics discussed include:

- **How satisfied are your clients?** Find out what your clients won't tell you and how to change it.
- **What should you do?** Bullet-proof your crown jewel clients.
- **Consider alternative billing.** Explore innovative ways to deliver greater value.

**Course content,  
cont.**

**Module 3:** How to find new clients: From prospecting to closing

- **The challenge.** Learn how to win the numbers game and bring in new clients.
- **Meet the right people.** Select the best ways to meet new prospects.
- **Close the deal.** Adopt the “Zen of selling by not selling” to book more business.

**Module 4:** How to increase results from speaking, writing, and networking

- **Choose the best forum.** Build relationships with the right people.
- **Getting published.** Why followup is the key to success.
- **Increase visibility.** From your elevator speech to social networking.

**Module 5:** Seven steps to your personal action plan

- **Fit tactics to each practice.** Bet the company vs. satisfaction vs. commodity tactics.
- **Commit to weekly time.** Adopt the sine qua non of legal marketing and reap results fast.
- **SMART actions.** Identify Specific, Measurable, Achievable, Relevant, Timed activities.

**Course  
recordings**

The online webinars were recorded by Jim Hassett:

- Author of eight books and numerous research guides, including *The LegalBizDev Guide to Alternative Fees*, *Legal Business Development: A Step by Step Guide* and *The LegalBizDev Desk Reference*.
- Author of over 80 articles in the *New York Times Magazine*, *Of Counsel*, *Strategies: The Journal of Legal Marketing* and other publications.
- Frequent speaker at firms with 20 to 2,000 lawyers, and at the Massachusetts Bar, New York Bar, Harvard Law School, and Legal Marketing Association meetings in Boston, New York, Philadelphia, Washington, Savannah, and Vancouver.
- Webinar leader for programs offered through West LegalEdcenter, the National Law Journal, The International Lawyers Network, TAG Academy, and the Legal Marketing Association.
- Author of the blog *Legal Business Development* which was selected by *TechnoLawyer* as one of “the most influential legal blogs” and featured in *BlawgWorld*.
- President and founder of LegalBizDev which helps lawyers develop new business more quickly by applying best practices from other law firms and from other professions.
- Harvard Ph.D. and Adjunct Associate Professor at Boston University.

**For more  
information**

To register or to learn more about how this program can help you focus your limited marketing time and scarce resources on the activities that are most likely to lead to new engagements, contact us today (617-217-2578, [info@legalbizdev.com](mailto:info@legalbizdev.com)).