



## PRODUCTS AND SERVICES

- Coaching** LegalBizDev coaching programs have a proven track record of helping lawyers to increase business development results. Programs are customized to fit each individual's practice, personality, and schedule. We help lawyers to focus their limited marketing time on the activities that are most likely to lead to new engagements. We also offer special coaching programs for litigators and for lawyers affected by the down economy.
- Webinars and workshops** Our course *Legal business development: Basic principles and best practices* is built around five independent modules:
- o Six ways to increase results from your limited marketing time
  - o How to protect and increase business with current clients
  - o How to find new clients: From prospecting to closing
  - o How to increase results from speaking, writing and networking
  - o Seven steps to your personal action plan
- Lawyers can complete the course in five one hour webinars, a one day customized workshop in-house, or by listening to audio CDs in *The LegalBizDev Success Kit*. Other modules can also be added to the course to meet the unique needs of your firm. Finally, we offer a customized course entitled *Legal business development for associates*, to help associates understand the tactics that best fit each stage of their career.
- Retreats** If you are planning a firm retreat, we will propose a speaker and topic that will meet your needs within your budget.
- Alternative fees** LegalBizDev offers webinars, workshops and consulting to help large and mid-sized firms design and manage alternative billing arrangements to maximize profitability and sustainability.
- Train the Trainer programs** LegalBizDev offers the first and only formal programs to train and certify experienced in-house professionals to coach lawyers more efficiently.
- Books and CDs** *The LegalBizDev Success Kit™* is a multimedia reference that includes an A to Z encyclopedia of advice for common legal marketing situations, a course on legal business development on three audio CDs, checklists, quick references, and much more. These proprietary tools are used in our coaching programs, workshops and webinars to help lawyers develop new business more efficiently.

