

Eleven modules

The course *Legal business development: Basic principles and best practices*, includes eleven one hour modules to motivate lawyers to consider how their business development skills can be improved, and explain what they need to do to improve them. Each module is self-contained, so that a firm can choose to offer just one, all eleven, or any combination:

1. How the legal market is changing, and what it means to you
2. Six ways to increase results from your limited marketing time
3. How to increase business with current clients
4. How to find new clients: From prospecting to closing
5. How to improve your elevator speech
6. How to increase results from speaking and writing
7. How to increase results from networking
8. What clients want (Panel discussion)
9. How rainmaking works at our firm (Panel discussion)
10. Cross-cultural differences in the best way to develop new business (Panel discussion)
11. How to create a one page business plan, and assure follow-up

The first six modules are included on audio CDs in *The LegalBizDev Success Kit*. Two of the modules (#5 and 11) are highly interactive small group sessions limited to six lawyers; the other nine can be delivered to groups of any size.

Presentation options

Some firms offer selected modules as lunch sessions over the course of several months. Others prefer a more intensive approach and combine several modules in a half-day or full day retreat.

All eleven modules can be offered as webinars, so that you can get the impact of a live event without requiring every lawyer to be in the same place at the same time. Lawyers can participate from offices around the country or around the world. You can record events so that any lawyer who misses the scheduled session can view it later, whenever they can find the time. We often recommend the webinar approach to large firms with multiple locations because it can offer significant benefits in cost and convenience.

The next step

For more information, or for a proposal for your firm, contact us today at 800-498-7246 or info@legalbizdev.com.