

THE COURSE YOU SHOULD HAVE TAKEN IN LAW SCHOOL

Legal Business Development: Basic Principles and Best Practices

Sign up today for **Legal Business Development: Basic Principles and Best Practices**, a series of one-hour webinars to help your practice group or your entire office improve business development skills and bring in new business.

- ◆ **Learn what your competitors are doing** to increase new business by reviewing data from LexisNexis, Hildebrandt, BTI Consulting, Incisive Media, the Legal Marketing Association, the Association of Corporate Counsel, and others.
- ◆ Discover the **tactics that are most likely to produce results**, according to our research and a review of empirical data from the Gallup organization, Neil Rackham, Steven Covey and others.
- ◆ Review the **best practices** that other firms have found most effective.
- ◆ Identify the marketing activities that are most likely to **produce immediate and practical results**.
- ◆ Choose the activities that best fit **your practice, your personality and your schedule**.
- ◆ Answer the question: **“What should I do today to increase new business?”**

Offer this series of five one-hour webinars **in your conference room** one Wednesday per month, 12:30 – 1:30 PM

- September 23, 2009** Six ways to increase results from your limited marketing time
- October 21, 2009** How to protect and increase business with current clients
- November 18, 2009** How to find new clients: From prospecting to closing
- December 16, 2009** How to increase results from speaking, writing, and networking
- January 20, 2010** Seven steps to your personal action plan

The best business development webinar in the world will accomplish nothing unless lawyers follow up. That’s why we give you proven tools to help translate good ideas into action. Each of our sessions ends with a series of steps to identify the action items that are most likely to produce immediate and practical results for your practice and personality. Handouts will help lawyers review best practices from other firms and other professions, including checklists and quick references in *The LegalBizDev Success Kit*.

The program includes a copy of *The LegalBizDev Success Kit*, a multimedia reference guide with:

- ◆ an A to Z encyclopedia of advice for common legal marketing situations
- ◆ three audio CDs that summarize the material from the webinars
- ◆ a book describing the approach
- ◆ and much more

The LegalBizDev Success Kit has been purchased by firms with a total of over 16,000 lawyers, and is also available from www.legalbizdev.com and from the American Bar Association.



The LegalBizDev Success Kit was very effective as both a reminder and as a learning tool. It has already paid for itself in new work. I keep it out on my desk, and refer to it often.

- Mark Mansour, Partner, Bryan Cave

Course content includes

Six ways to increase results from your limited marketing time

- 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. *And more...*

How to protect and increase business with current clients

- 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. *And more...*

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. *And more...*

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. *And more...*

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. *And more...*

Ask about our customized courses

If you would like us to tailor **Legal Business Development: Basic Principles and Best Practices** to your firm's unique needs, we offer several options for customization of content and approach. We will begin with a free needs analysis interview, then recommend what will work best for you:

- 🕒 additional modules that are relevant to your firm
- 🕒 the ideal schedule, as a series of webinars or a one day course at your office
- 🕒 structured group discussions to refine action items
- 🕒 individual followup after the course
- 🕒 group reports of action items planned and completed

We will summarize our recommendations in a **free Course Options Report**. To schedule your free interview and Course Options Report, contact us today at info@legalbizdev.com or 800-498-7246.

I was surprised by the **universally positive response**. Even the partners who are most conservative about business development benefited from the presentation and saw value in his approach.

- Jonathan Frieden, Partner, Odin, Feldman & Pittleman

Workshop leader



The course will be conducted by Jim Hassett

- ◆ Author of seven books, including *Legal Business Development: A Step by Step Guide* and *The LegalBizDev Desk Reference*.
- ◆ Author of over 70 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, 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.
- ◆ Author of *The LegalBizDev Success Kit™*, a multimedia reference tool that has been purchased by firms with a total of over 16,000 lawyers.
- ◆ Before he started working with lawyers, Jim had 20 years of experience as a sales trainer and consultant to Fortune 1000 companies from American Express to Zurich Financial Services.

LegalBizDev helps lawyers develop new business. We offer coaching, training, webinars, books and CDs that help each individual lawyer focus on the activities that are most likely to produce immediate results for their practice and personality. We also provide high-level consulting to help firms develop new business more profitably by improving their use of alternative fees.

- Coaching
- Training
- Retreats
- Books and CDs



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800-498-7246
www.legalbizdev.com

“A no nonsense approach to legal marketing from a professional
who understands that **lawyers have no time to market.**”

- Paul Kelly, Partner, Segal Roitman

To reserve, **REGISTER BY PHONE** (800-498-7246), **BY EMAIL** (info@legalbizdev.com), **BY FAX** (917-386-2733), or **BY MAIL** (LegalBizDev, 25 Mall Road, Suite 300, Burlington, MA 01803).

	Cost
Legal Business Development: Basic Principles and Best Practices webinar series includes: <ul style="list-style-type: none"> ◆ Five one-hour webinars beginning in Sept 2009 for an unlimited number of participants in your office ◆ Recordings of each webinar available online through April 30, 2010 	\$1,500
One Success Kit is required for use with the webinar. <i>The LegalBizDev Success Kit</i> includes: <ul style="list-style-type: none"> ◆ <i>The LegalBizDev Desk Reference™</i> (192 pages, 8.5"x11", wire bound) ◆ <i>Legal Business Development: Basic Principles and Best Practices</i> (3 CDs) ◆ <i>Legal Business Development: A Step by Step Guide</i> (208 pages, 6"x9" paperback) ◆ Three business development reminders – a notepad, a post-it pad, and a highlighter – imprinted: "What should I do today to increase new business?" ◆ <i>The Success Kit Quick Start Card</i> Additional copies may be ordered from www.legalbizdev.com or the American Bar Association.	\$995
Shipping and handling (\$15 per order within the US; \$75 outside the US)	
Massachusetts firms add sales tax (5% of \$995); \$49.75 for each <i>Success Kit</i> in your order	
Early bird discount – If you sign up by June 30, subtract \$300	
TOTAL	

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OUR UNCONDITIONAL MONEY-BACK GUARANTEE

If you are not completely satisfied with this course, you may cancel at any time and we will refund any amount that you request, up to and including your complete purchase price.

Your business development webinar was helpful, honest and insightful. I have talked to many of the lawyers in my firm and all of them took something away from the webinar. That does not happen very often.

- Irv Laskin, Partner, Lawson Lundell