

More business. Less time.

Six Ways to Increase Results from Your Limited Marketing Time

by Jim Hassett, Ph.D.

Lawyers never seem to have enough time for marketing. This 90 minute presentation by one of the best known experts on legal marketing will help lawyers at large and mid-sized firms save time by developing new business more efficiently. We will review the research on what works in legal marketing to help you focus on the individual tactics that are most likely to produce immediate and practical results for your practice, your personality and your schedule.

Boston

Tuesday, Sept. 25, 2007
4:30-6:00 PM
Langham Hotel
250 Franklin Street

New York

Tuesday, Oct. 30, 2007
4:30-6:00 PM
Marriott Marquis Hotel
1535 Broadway

Washington

Wednesday, Feb. 20, 2008
4:30-6:00 PM
JW Marriott Hotel
1331 Pennsylvania Avenue

"Absolutely the perfect approach for lawyers. Jim provides quick and practical guidance on the best ways to improve business development results." - Arnie Herz, Esq., www.LegalSanity.com

"When Jim spoke at my firm, **I was surprised at 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 D. Frieden, Esq., Odin, Feldman & Pittleman

WHAT WILL YOU LEARN?

- Learn what your competitors are doing to increase new business by reviewing data from LexisNexis, American Lawyer Media, Hildebrandt, BTI Consulting, the Legal Marketing Association, the Association of Corporate Counsel, and others.
- Discover the tactics that are most likely to produce results, according to research from the Gallup organization, Neil Rackham, Steven Covey and others.
- Prioritize your marketing activities by applying six key principles.
- Identify the marketing activities that are most likely to produce immediate and practical results for your practice, your personality and your schedule.
- Answer the question: What should I do today to build stronger relationships and increase new business?

WHO SHOULD ATTEND?

This 90 minute presentation will be useful to every lawyer and legal professional who wants to bring in more new business, including:

- Experienced rainmakers who are looking for innovative ways to increase impact.
- Beginning rainmakers who need to prioritize activities and get started.
- Practice leaders and managing partners who want to improve business results.

For more information: www.LegalBizDev.com

EVERY PARTICIPANT WILL RECEIVE A COPY OF THIS BOOK

When you register, we will mail you a copy of Jim Hassett's book, *Legal Business Development: A Step by Step Guide*.

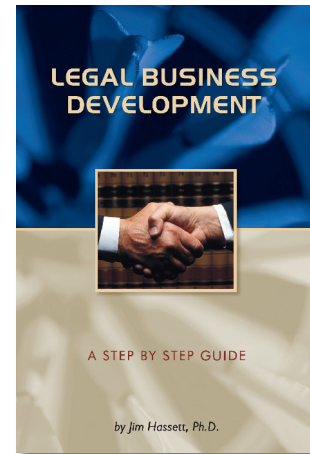
This book will help lawyers in large and mid-sized firms to get more results from their limited marketing time. It includes step by step instructions to help each lawyer decide how much time to devote to business development, to identify the **most productive activities** that can be accomplished within that time, and to assure follow-up. Numerous exercises and quick references will guide each lawyer to identify **immediate and practical steps** that fit their practice, their personality, and their schedule.

"This book...belongs in every business development library, and will be **a valuable reference for every rainmaker** – and everyone who wants to be one." – Catherine Alman MacDonagh, Esq., Director of Business Development, Day Pitney, and Co-Founder and Director, Legal Sales and Service Organization

"**The business development steps outlined in this book really do work**, resulting in a number of new engagements at our firm." – René Kraus, Director of Marketing and Business Development, Patent Group, Fish & Richardson

"A **no nonsense approach to legal marketing** from a professional who understands that lawyers have no time to market." – Paul Kelly, Esq., Segal, Roitman & Coleman

The book has become a standard reference guide for a number of AmLaw 200 firms, including the Chicago firm that bought copies for every attorney (300 copies in all), the Boston and New York firms that bought copies for every person on their marketing staff (over 50 copies), and the Washington and North Carolina firms that bought copies for key rainmakers (over 80 copies).



SPEAKER



Jim Hassett is the founder of LegalBizDev. Before he started working with lawyers, Jim had 20 years of experience as a sales trainer and consultant to companies from American Express to Zurich Financial Services. Jim has published seven books (including *Legal Business Development: A Step by Step Guide* and *The Legal Business Development Workbook*) and more than seventy articles in publications ranging from the *New York Times Magazine* to *Strategies: The Journal of Legal Marketing* and *Law Firm Inc*. He is a frequent speaker at regional and national meetings, including the New York, New England, and Southeastern chapters of the Legal Marketing Association, and recent webinars for the *Law Journal Newsletter* and the Legal Marketing Association. Jim has a Ph.D. from Harvard University, and is an Adjunct Associate Professor of Psychology at Boston University. His blog *Legal Business Development* was recently selected for *Blawgworld 2007* as "one of the most influential legal blogs."

For more information: www.LegalBizDev.com

Space is limited. To reserve your seat, **REGISTER BY PHONE:** 800-49-TRAIN, 800-498-7246, **BY EMAIL:** sales@legalbizdev.com, **BY FAX:** 917-386-2733, or **BY MAIL:** LegalBizDev, 25 Mall Road, Suite 300, Burlington, MA 01803.

Registration form Use this form to order by mail or fax. If paying by check, please enclose it with this form and send to LegalBizDev, 25 Mall Road, Suite 300, Burlington, MA 01803.

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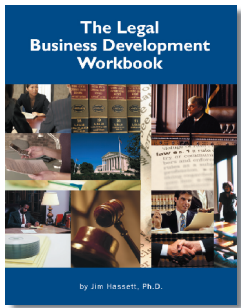
<i>Please check the appropriate city and date:</i>	<i>Number</i>	<i>Cost</i>	<i>Total</i>
<input type="checkbox"/> Boston / September 25, 2007 <input type="checkbox"/> New York / October 30, 2007 <input type="checkbox"/> Washington / February 20, 2008	1	\$150.00 (includes presentation and one copy of <i>Legal Business Development: A Step by Step Guide</i>)	\$150.00
Please register additional members of our firm for the same presentation at a discount price of \$100 per attendee		\$100.00	
Please send me additional copies of <i>Legal Business Development: A Step by Step Guide</i> at the 50% discount price of \$25 (list \$49.95), including shipping and sales tax		\$25.00	

Method of payment When ordering by mail, please include payment by check.
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TOTAL Enclosed:

Additional attendee (free):
 Special offer for "early birds": Register more than 30 days before the event, and bring along someone from your marketing staff for FREE (because we know that your results will be multiplied when you work closely with your firm's marketing department).
 Name _____ Email _____ Phone _____

Additional attendees (\$100 each):
 Name _____ Email _____ Phone _____
 Name _____ Email _____ Phone _____
 Name _____ Email _____ Phone _____



Contact me about offering this presentation in-house or other products and services offered by LegalBizDev, including coaching and workshops based on Dr. Hassett's *Legal Business Development Workbook*.

OUR UNCONDITIONAL MONEY-BACK GUARANTEE

You will leave this presentation with immediate and practical ideas to bring in new business for your firm. If you are not completely satisfied with the results, let us know within 30 days. We'll send you a full refund, no questions asked.