

“An extremely valuable resource ... I strongly recommend it to every practicing lawyer.”

- Gerry Riskin, Esq., [www.gerryriskin.com](http://www.gerryriskin.com)



# The LegalBizDev Success Kit™

The LegalBizDev Success Kit™ will help lawyers win more new business in less time. These books, CDs and tools will help you find exactly the information you need, just when you need it to:

- ◆ Maximize business with current clients
- ◆ Attract new clients
- ◆ Increase practice revenue
- ◆ Enhance client satisfaction
- ◆ Maximize personal satisfaction

## The LegalBizDev Success Kit™ includes:

- **Legal Business Development: Basic Principles and Best Practices** - The course you should have taken in law school (3 audio CDs).
- **The LegalBizDev Desk Reference™** - A guide to best practices from other law firms and other professions (192 pages, 8.5"x 11", wire bound).
- **Legal Business Development: A Step by Step Guide** - How to get more from your limited marketing time (208 pages, 6"x 9", paperback).
- **Three reminders:** A notepad, a post-it pad, and a highlighter imprinted with the critical question: "What should I do today to increase new business?"
- **The Success Kit Quick Start Card** to help you to begin maximizing the benefits, as soon as you open the box.

**ORDER NOW:** 800-498-7246 [www.legalbizdev.com](http://www.legalbizdev.com) [www.ababooks.org](http://www.ababooks.org)

“The single most comprehensive and practical tool for lawyers who want to generate new business.”

- Roger Glovsky, Esq., Indigo Venture Law Offices

## The LegalBizDev Desk Reference™

The LegalBizDev Desk Reference™ is a guide to best practices from other law firms and other professions with checklists, samples, reports, and quick references to help you to increase new business more quickly. Whether you need to create an elevator speech, improve networking, qualify a prospect, plan a meeting, increase client satisfaction, or begin another business development task, this book will provide ideas that fit your practice and your personality. It is organized alphabetically to make it easy to find exactly the information you need just when you need it, including:

- Associates** Eight steps to keep business development on track
- Clients, current** A checklist of best practices to increase satisfaction
- Clients, new** How to find new clients, step by step
- Closing** When to close and “ask for the business”
- Elevator speech** Six steps to create or improve your elevator speech
- Follow-up** Sample reports to improve tracking
- Meetings** Sample agenda for your first meeting with a new client
- Networking** Three steps to prepare for a conference or networking meeting
- Planning** How much time do you need for business development?
- Questions** Prepare for your next meeting by selecting questions from this list
- Referrals** A checklist of best practices for referral sources
- Satisfaction** The ultimate question for current clients
- Speaking** Six steps to increase results from speeches
- Women rainmakers** Survey findings for successful female rainmakers



## Legal Business Development: Basic Principles and Best Practices

This is the course you should have taken in law school, in an audio format that can be played on your computer, CD player, or iPod. Instead of taking a full semester, you can complete sections of this course whenever you can find a few free moments. There are six modules that can be completed at any time in any order:

- Module 1** - How the legal market is changing, and what it means to you
- Module 2** - Six ways to increase results from your limited marketing time
- Module 3** - How to increase business with current clients
- Module 4** - How to find new clients: From prospecting to closing
- Module 5** - How to improve your elevator speech
- Module 6** - How to increase results from speaking and writing



**ORDER NOW: 800-498-7246**

“Being used by law firms big and small that want to learn how to get new business more efficiently and successfully ...”

- *LawyersUSA*, 2/11/08

## Legal Business Development: A Step by Step Guide

The book, *Legal Business Development: A Step by Step Guide*, has helped lawyers get more from their limited marketing time at firms from Boston to Dubai. 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.



### WHO IS USING THE SUCCESS KIT?

- ◆ A 1200 lawyer international firm
  - ◆ A 2100 lawyer firm with 28 offices
  - ◆ A 70 lawyer Virginia firm
  - ◆ An 800 lawyer firm with 7 offices
  - ◆ A 12 lawyer Tennessee firm
  - ◆ A 200 lawyer Wisconsin firm
  - ◆ A 400 lawyer Midwestern firm
  - ◆ A 700 lawyer firm with 17 offices
  - ◆ A 500 lawyer firm with 11 offices
  - ◆ A 1700 lawyer international firm
- ...and many other firms, large and small

## The *Success Kit* also includes:

- 🕒 The **Success Kit Quick Start Card** to help you to begin maximizing the benefits, as soon as you open the box.
- 🕒 **Three reminders** to help you keep business development near the top of your “to-do list,” - a notepad, a post-it pad, and a post-it flag highlighter - all imprinted with the critical question, “What should I do today to increase new business?”

### The experts say ...

“From a checklist for current clients to the number of meetings needed to close a sale, the Kit has everything that a lawyer needs to build a profitable clientele.”

- *Larry Bodine Esq., Larry Bodine Marketing*

“The man has thought through client development and retention from A to Z ... Your firm—whether it has 1 lawyer or 3000—has two choices: hire Jim as a consultant or buy the Success Kit.”

- *Dan Hull, Esq., www.whataboutclients.com*

“I think this is the single best one-stop shop for sales fundamentals for law firms. If your desk is like mine, there is precious little real estate to spare ... However, the Toolkit gets prominent placement. This is a very worthy investment.”

- *Philip Austin, Client Service Director, Nixon Peabody*

“The Success Kit is an amazing tool: simple, effective, usable, and smart.” - *Kate Daisley, Business Development Manager, American Lawyer Media*

“A wealth of good resources which should keep the attention of even the most recalcitrant attorney...”

- *L. Russell Lawson, Marketing Director, Sands, Anderson, Marks & Miller*

“The Desk Reference ... was intelligently written, detailed and statistics-based, and not just based on platitudes or catch phrases.”

- *Carolyn Elephant, Esq., www.myshingle.com*

“If you want to learn legal marketing and selling, the LegalBizDev Success Kit is the way to go...”

- *Patrick J. Lamb, Esq., Valorem Law Group*

See [www.legalbizdev.com](http://www.legalbizdev.com) for more details including reviews, an audio demo, complete table of contents, sample sections, and tips on using the Kit.

“In more than 20 years in legal marketing, I have never seen anything as valuable as this Success Kit.”

- Tom Kane, Esq., [www.legalmarketingblog.com](http://www.legalmarketingblog.com)



Success Kit author Jim Hassett founded LegalBizDev to help lawyers develop new business more quickly by applying best practices from other law firms and from other professions. 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 and more than seventy articles in publications ranging from the *New York Times Magazine* to *Legal Management and Strategies: The Journal of Legal Marketing*. He has a Ph.D. from Harvard University, and is an Adjunct Associate Professor of Psychology at Boston University. Jim's blog, *Legal Business Development* (at [www.jimhassett.com](http://www.jimhassett.com)), was featured in BlawgWorld 2007 as one of "the most influential legal blogs." He also writes a column for *Law Firm Inc.*, tracking the latest trends in business development.

**Available online from LegalBizDev and the American Bar Association web store**


Order now: 800-498-7246 [www.legalbizdev.com](http://www.legalbizdev.com) [www.ababooks.org](http://www.ababooks.org)

Or order by email ([info@legalbizdev.com](mailto:info@legalbizdev.com)), fax (917-386-2733), or mail LegalBizDev, 25 Mall Road, Suite 300, Burlington, MA 01803.

For orders of 5 or more, email [info@legalbizdev.com](mailto:info@legalbizdev.com) about volume discounts.

**TWO NO-RISK GUARANTEES**

1. If for any reason you are not completely satisfied with any product purchased from LegalBizDev, simply return it within 30 days for a full refund, no questions asked.
2. If you try The Success Kit, and then decide that you would benefit more from personal coaching, the full cost can be applied to a LegalBizDev coaching program that you begin within 90 days of your purchase.

Product	Number	Cost	Total
 <i>The LegalBizDev Success Kit™</i>		\$995	
5 % sales tax on orders in Massachusetts			
Shipping per order (\$10 within the US, \$30 outside the US)			
<b>Total</b>			

Name \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Email \_\_\_\_\_ Phone \_\_\_\_\_

Pay by  Check  Visa  MasterCard  American Express  
 Name on credit card \_\_\_\_\_ Exp date \_\_\_\_\_  
 Credit card number \_\_\_\_\_ Security code \_\_\_\_\_

**ORDER NOW:** 800-498-7246 [www.legalbizdev.com](http://www.legalbizdev.com) [www.ababooks.org](http://www.ababooks.org)