

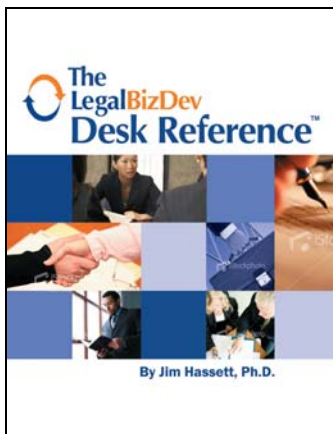
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THE STORY BEHIND *THE LEGALBIZDEV SUCCESS KIT™*

When sales coach Jim Hassett started working with lawyers, he was surprised by the lack of standardized reference and training materials for business development. In the 20 years Jim had been developing training materials for companies from American Express to Zurich Financial Services, he'd gotten used to the idea that large firms usually build training and support programs on a foundation of off-the-shelf products. But the lack of standard materials in legal marketing meant that each firm had to re-invent the wheel.

“Based on our experience working with financial services firms and others,” Hassett says, “I thought we could develop standard materials for lawyers in a few months. But because of the differences between firms, and the evolving nature of legal marketing, it’s taken much longer.”

For the last 2 ½ years, Harvard Ph.D. Hassett has been analyzing best practices in his blog *Legal Business Development* (at www.jimhassett.com). For the last six months, he’s also been interviewing industry leaders for his *Law Firm Inc.* column on business development. A summary of all the information derived from these and other interviews, industry research and his company’s experience with a variety of legal clients is now available in a new product called *The LegalBizDev Success Kit*, a collection of reference materials and tools to help lawyers to win more new business in less time.



The “heart and soul” of the *Kit*, according to Hassett, is *The LegalBizDev Desk Reference™* a 192 page guide to best practices from other law firms and other professions. The reference information is organized alphabetically to make it easy for attorneys and business development staff to find exactly what they need, just when they need it. It includes checklists, samples, reports, quick references, and more, such as:

- A checklist of best practices to increase current client satisfaction
- How to find new clients, step by step
- Six steps to create or improve your elevator speech
- Sample reports to improve tracking and follow-up
- A list of questions lawyers can use to get clients talking

- Surveys of successful female rainmakers

The foreword to the *Desk Reference* was written by lawyer and legal marketing consultant Tom Kane, author of the widely read www.LegalMarketingBlog.com. “In more than 20 years in legal marketing,” Kane wrote, “I have never seen anything as valuable as this *Desk Reference* and *Success Kit*.... You could say I’m biased, because about a year ago I founded the LegalBizDev Network with the author, Jim Hassett. But I look at it the other way around. I joined forces with Jim because I felt that LegalBizDev had something new to offer.”



In the past, lawyers who wanted a solid foundation in the fundamentals of business development had to search for a workshop or seminar to meet their needs, and find a time and a place it was offered that would fit into their schedules. Now, with the audio CD course *Legal Business Development: Basic Principles and Best Practices*, busy lawyers and marketing staff can review key concepts on their computer, CD player, or iPod whenever they can find a few free moments. The course is organized into six modules, which can

be completed 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

The LegalBizDev Success Kit also includes:

- *The Success Kit Quick Start Card* to help lawyers begin maximizing the benefits, as soon as they open the box.
- A copy of Jim Hassett’s book, *Legal Business Development: A Step by Step Guide*, a standard reference guide for lawyers and marketing professionals used at large firms and small ones in Boston, New York, Washington, North Carolina, Chicago, Dubai, and beyond.
- Three marketing reminders to leave out on your desk: A notepad, a post-it pad, and a highlighter imprinted with the critical question, “What should I do today to increase new business?”

“In the twenty two years we’ve been in the training business, tools like these have become a standard way to reduce training time and increase efficiency in other businesses,” says author Jim Hassett. As an example, he points to changes in software training. When PCs first came out, if a company started using a new software package, they’d typically offer in-house workshops to get employees up and running. These days, they are much more likely to invest in sophisticated help systems and online training, so

that employees can quickly look up just the information they need, exactly when they need it.

Does that mean that self-paced training is the wave of the future for law firms? Hassett doesn't think so. In *The LegalBizDev Desk Reference* (p. 172) he wrote: "In all honesty, based on our experience developing and delivering training and coaching programs for more than twenty years, we believe that the independent approach to business development is more likely to reflect good intentions than it is to produce follow-up and new business. It's a little like buying a NordicTrack in a New Year's resolution to get more exercise. By February, there's a good chance that its primary use will be as a clothes rack."

"The *Success Kit* will be most effective when it is combined with coaching or workshops," Hassett believes, "because when you want to develop a complex skill like business development it helps to work with other people."



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) was featured in *BlawgWorld 2007* as one of "the most influential legal blogs." Jim also writes a monthly column for *Law Firm Inc.*, tracking the latest trends in business development.

LegalBizDev (www.LegalBizDev.com) helps lawyers save time by developing new business more efficiently. The company provides books, audios, workshops, coaching, speeches, and train the trainer programs help each lawyer to identify the activities that are most likely to produce immediate and practical results for their practice, their personality and their schedule.

The LegalBizDev Success Kit is available for \$995 from www.legalbizdev.com, and includes an unconditional money back guarantee. For sample selections, an audio demo, and reviews, see www.legalbizdev.com. For more information, contact info@legalbizdev.com or call 800-498-7246.