

BEST PRACTICES IN BUSINESS DEVELOPMENT

—Get Results Professionally and Ethically



How to build your practice and attract new clients without violating an ethics rule

Competition for clients is tougher than ever. Prospective clients have many lawyers to choose from. You need to communicate why you and your law firm are different from your competitors—and do so within ethical guidelines.

This practical seminar provides proven methods to find new clients and earns ethics credits. You'll learn to:

- Identify the best places to meet potential clients
- Maximize in-person networking and solicitation ethically
- Generate referrals and structure referral fees
- And much more

Participants consistently report that this lively, interactive, multi-media program works.

Get new clients and ethics credits.



course outline

- Introduction: It's All About Relationships
- A Short Legal History of Legal Marketing—*Bates* to the present
- Don't Cross the Line—What can you say that is not "false and misleading" under Rule 7.1?
 - unjustified expectations – testimonials
 - comparisons – superlatives
 - quality – guarantees
- Networking for Potential Clients—
Where and how to do it comfortably and ethically (Rule 7.3)
- "Take Me Out to the Ballgame"—Client entertainment (Rule 7.2)
- "You've Got Mail"—Direct mail marketing (Rule 7.3)
- Everything You Ever Wanted to Know About Referral Fees
(Rules 1.5, 5.4 and 7.2)
- Get Your Show on the Road—Speaking and writing (Rules 7.1-7.3)
- Marketing Online (Rules 7.1-7.4)



Roy S. Ginsburg

Roy Ginsburg is one of the most experienced attorney coaches in the Twin Cities and works with lawyers from all across the country to help them build successful and personally rewarding practices. Besides coaching, he has an active solo practice and is legal marketing ethics counsel to *Minnesota Law & Politics* and *Super Lawyers®* magazines and FindLaw, a Thomson West company. In his 25-year legal career, Roy has worked in large and small law firms, as well as in-house counsel in corporate legal departments.

In addition to coaching and practicing law, Roy is a frequent CLE lecturer. Bar associations nationwide sponsor his programs, which are all designed to enhance the professional development efforts of attorneys.

Active in the Minnesota State Bar Association (MSBA), Roy chairs its Practice Management and Marketing Section. He has twice received the MSBA's President's Award for his task force contributions on the rules of professional conduct and on diversity. Roy is also a former president of the Minnesota chapter of the Association of Corporate Counsel (ACC).