

BUILD YOUR PRACTICE

A Roadmap to Effective, Ethical Business Development



Attracting new clients and producing additional revenue is more important — and more difficult — than ever. The economy is unstable; competition is intense. That's why it's essential to ramp

up your business development efforts to gain every possible advantage.

This practical multi-media seminar delivers proven methods to build your practice within professional and ethical parameters while you earn ethics credits. You'll learn how to:

- Identify the best ways to connect with potential clients and referral sources
- Maximize networking within your comfort areas
- Create higher visibility for your practice
- Spend your marketing and advertising dollars wisely
- And much more

Get new clients *and* ethics credits.

course outline

- The power of relationships
- A short history of legal marketing—*Bates* to the present
- Don't cross the line—what is considered "false and misleading" under Rule 7.1?
- Networking for potential clients and referral sources—where and how to do it comfortably and ethically (Rule 7.3)
- Take me out to the ballgame—client entertainment (Rule 7.2)
- Marketing online and social networking (Rules 7.1-7.4)
- Get your show on the road—speaking and writing (Rules 7.1-7.3)
- Advertising do's & don'ts (Rules 7.1-7.2)
- 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)

"Roy's seminar was one of the most enjoyable and informative that I have ever attended. I wish I had been exposed to this years ago."

"Well presented - good sense of humor and practical applications of client development principles; sound knowledge of the ethical issues."

"The program's marketing ideas will help me daily. I just have to put them in place. Outstanding program!"

"An informative, entertaining and enjoyable ethics CLE. Now, whoever thought that was possible?"



Roy S. Ginsburg

Roy Ginsburg is a lawyer coach who works with attorneys across the country to help them achieve practice goals and career satisfaction. Like the people he coaches, Roy is a lawyer. He has practiced for more than 30 years – in law firms large to small and as in-house counsel.

As a currently active solo with a part-time practice in legal marketing ethics (with Thomson Reuters as a client) and employment law, Roy is completely familiar with the challenges working lawyers face every day.

Roy is a skilled, popular and accredited CLE speaker who regularly presents programs nationwide – on business development, client service and career management – to bar association and law firm audiences. www.royginsburg.com



ROY S. GINSBURG, J.D.

Helping lawyers create successful and satisfying careers

phone: (612) 812-4500 • fax: (888) 274-1687

roy@royginsburg.com www.royginsburg.com