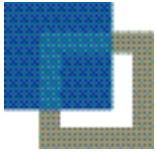


BUILD YOUR PRACTICE

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 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 clients and referral sources— 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 media (Rules 7.1-7.4)
- Get your show on the road—speaking and writing (Rules 7.1-7.3)
- 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, a practicing lawyer for more than 30 years, is an attorney coach and law firm consultant. He works with individual lawyers and law firms nationwide in the areas of business development, practice management, career development, and strategic and succession planning. Roy also runs a part-time solo practice that focuses on legal marketing ethics.

More than 50 bar associations across the country have sponsored Roy's popular CLE programs. He also guest blogs at popular law-related websites such as attorneyatwork.com, lawyerist.com, and myshingle.com.



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