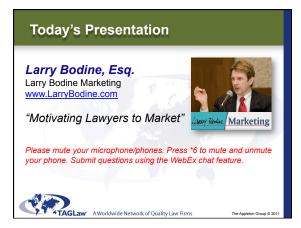


Marketing & Business Development Specialty Group July 2011





## **TAGLaw LinkedIn Groups**



Join and pass on the following LinkedIn Groups... - TAGLaw Members Group

- TAG Tax Specialty Group
- TAGLaw Marketing and Business Development Group - TAGLaw Franchise Law Specialty Group

The Appleton Group © 201

- TAGLaw Immigration Law Specialty Group





## **TAGLaw on Twitter**

TAGL

Send your firm's news & articles to marketing@taglaw.com

aw A Worldwide Network of Quality Law Firms



### Larry Bodine, Esq.

and Bodine Marketing

Compared 2011 by TAG Academy LLC & Lamy Bodine, Exp. Althoust Instantiant Compared and the second and the Althoust Instantiant Compared and the second and the Relations are default and programs researched with the understanding that TAG Academy does not mode any logal, accounting or other professional anvices. The combinition and second and programs researched with the second attribute and the second of the combines matters. The combinition and the second and the second and the second attribute asset of the second and the second attribute second and the second attribute second

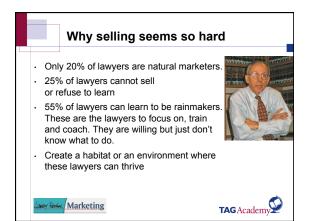




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		ng the most of the er personality	9
	<b>Introversion:</b> explain that business development is actually an <i>interviewing</i> process to determine if a client qualifies to do business with you.		
	By asking questions, you are getting the focus off of yourself.		
	<ul> <li>Business development is not "pitching," reciting your credentials or describing the firm's practice areas. Clients don't care about this.</li> </ul>		
	• Clients want to talk about <i>themselves</i> . If they are talking, you are selling.		
L	and Bodie Marketing		TAGAcademy



## Making the most of the lawyer personality

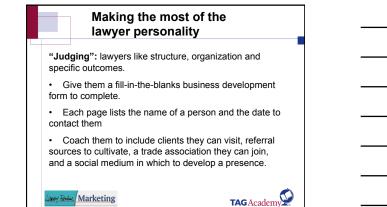
Thinking: rainmakers are not born, they are trained

- 73% of rainmakers took a course or training session in marketing after they began their law practice
- They made the **extra effort to learn the skills** of business development.
- Many lawyers say, "I market my practice but don't get good results."
- 32% did NOT take a course or training session in marketing after law school.

any Bodine Marketing







## Create an habitat where business developers can thrive. • Publish a regular training curriculum where business development skills will be taught.

- Base it on a survey of what lawyers want to learn.
- Base it on client feedback, if you have it.
- Lunch and learn sessions. .







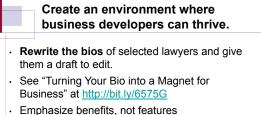




# Create an environment where business developers can thrive.

- If they won't listen to you, then bring in an **outside trainer**.
- They will say exactly what you've been saying all along, but because they are independent third parties, the lawyers will listen.





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## Create an environment where business developers can thrive. • Publish an internal business development newsletter or e-newsletter. • Focus on stories about new clients and files and how the lawyer brought in the new business. • See how Smith Moore Leatherwood did it at http://bit.ly/kN81NJ







