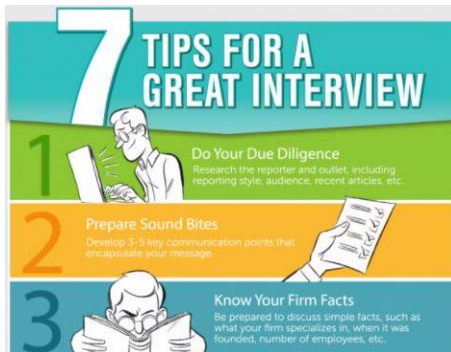


# FUEL REVENUE GROWTH



September 2017

## Seven Steps to Prepare for a Media Interview



You just landed a media interview with a top news outlet. What's next? Get your message across with these seven steps.

[Read more.](#)

## Spend Your Time Giving Presentations, Not Hunting Them Down



If you market to lawyers, there's no better way to memorably demonstrate your expertise than by giving MCLE-accredited presentations to law firms.

Clients call on Berbay to secure in-house speaking engagements so they can share knowledge with their target audience and provide MCLE credits at the same time. Attorneys benefit by accruing bar-required MCLE credits without leaving their building.

[Learn more.](#)

## Use Your Brain's Muscle Memory to Overcome "Fossil Fears" About Networking

Irrespective of whether you're a legal, finance or real estate professional, the vast



majority of us have some apprehension about walking into a sea of “strangers.” So what can we do about it?

[Read more.](#)

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## Webinar Now Available: 5 Steps to Repower Your Mid-Year Marketing

### Marketing Reset: 5 Steps to Repower Your Mid-Year Marketing



berbay  
marketing&pr  
helping you grow your business

www.berbay.com

Now is an ideal time to refocus your marketing. In our most recent webinar, Managing Principal [Sharon Berman](#) discusses how to capitalize on this time of year to repower your marketing and your motivation to get it done.

[Watch it now!](#)

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## Humble Boastings

Recently we:

- Generated interview opportunities for clients in *The Hollywood Reporter*, *Law360*, *Lodging Magazine*, *Corporate Counsel* and on *Sacramento KXTV*.
- Obtained opportunities for clients to give presentations in-house at law firms.
- Worked with a client to deliver the sixth in an ongoing webinar series.

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## Recently We've Talked to Clients About:

- Developing a lead tracking system.
- How a financial services firm can effectively use social media.
- How a commercial real estate firm can repurpose material to get more out of its marketing investments.

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Stay Connected



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