

PROPEL YOUR FIRM FORWARD

LEGAL | REAL ESTATE | FINANCE



December 2019



Skeptical About Social Media Marketing? 6 Truths Law Firms Need to Know

INFOGRAPHIC: Hesitant to get on social media? We've debunked a few myths that may encourage you to take the next step. [Read More.](#)

Teaching Lawyers to Think Like Business Owners Law Firm Marketing Catalyst Podcast



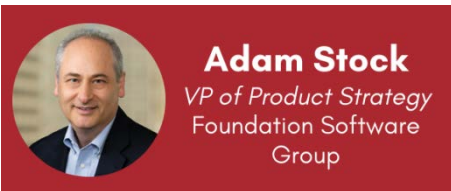
Many lawyers don't feel like they're business owners because they're part of a firm, but the fact of the matter is that any lawyer in private practice owns their own business. Kimberly Rice explains how lawyers can develop a "marketing mindset" and make their practices more prosperous. [Listen in.](#)

Catch up on recent episodes:

Data-Driven Marketing Strategies to Gain a Competitive Advantage

Attracting Clients Through Word-of-Mouth Marketing

Recalibrating Your Law Firm to Run Like a Business



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December 4:

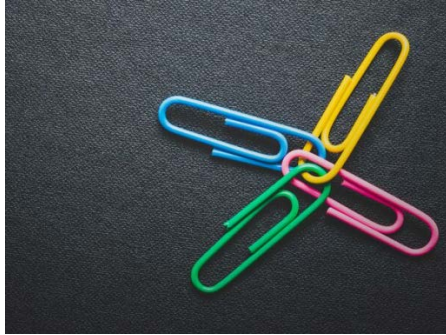
Adrian Lürssen, *Leveraging Thought Leadership to Effectively Create New Business*

December 11:

Hannah Lincecum, *Sneak Peek of the ALA 2020 Knowledge to Leadership Educational Conference - Jan. 30, 2020*

December 18:

Gabriel Teninbaum, *Professor and Legal Technologist at Suffolk University Law School*



Overcoming the Fear of Cross-Selling *How to Collaborate Effectively*

BLOG: The opportunity to keep clients “in-house” after the resolution of a matter is one that shouldn’t be passed up. After all, it’s far more cost effective and efficient to maintain an existing relationship than to develop new business. [Read More.](#)



Melanie Lilly-Buster Named a Rising Star Under 30 by PRNEWS

Join us in congratulating Senior Account Manager [Melanie Lilly-Buster](#) on being named to the PRNEWS 2019 list of Rising PR Stars 30 & Under. [Read More.](#)

Recently We've Talked with Clients About

- Tapping into new industry sectors and overcoming the fear of not being an expert.
- The value of public relations in increasing visibility and reinforcing credibility.
- Strategies to foster young attorneys' business development efforts.

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