



turning how? into wow!



We make your firm stand out. *Specializing in Professional Services*

July 2015



The Pitfalls of Bareback Marketing

Much like riding a horse without a saddle, marketing done without business development can be rough. Even though most people associate bareback riding with balance and strength, in the marketing world it can create a lot of friction. A firm needs both marketing and business development. To pursue either one alone is bareback marketing.



[Read more.](#)



Upcoming Conferences:

**Society for Marketing Professional
Services Build Business Conference**
Los Angeles, CA
August 19-21, 2015

**College of Law Practice Management
2015 Futures Conference**
Chicago, IL
October 8-9, 2015

**2015 Legal Marketing Technology
Conference/West**
San Francisco
October 14-16, 2015

**2015 Legal Marketing Association
Continuing Marketing Education
Conference**
Los Angeles, CA
November 4, 2015

23rd Annual Marketing Partner Forum
Orlando, FL
January 20-22, 2016

Avvo Lawyernomics 2016
Las Vegas, NV
April 7-9, 2016

**2016 Legal Marketing Association
Annual Conference**
Austin, TX
April 11-13, 2016

Save the Date!

**Repowering Your Mid-Year
Marketing**
August 20, 11:00 a.m. PT



Recapture the marketing enthusiasm you had the first few weeks of this year, and position yourself for success in the coming months.

Join Principal [Sharon Berman](#) for our next complimentary webinar- "Repowering Your Mid-Year Marketing".

She will discuss:

- Leveraging what you've accomplished year to date.
- Filling in the missing marketing elements.
- Paving the way for an energetic 2016 launch.

[Register](#)

[Download 2015 webinar schedule.](#)

Missed our *last* webinar?



View some of the key takeaways from our last webinar, "*Marketing Now and How*".

- ◆ Four action items to reinvigorate your marketing.
- ◆ How to break those action steps down so they actually get done.
- ◆ Four marketing tips that generate results.

[View webinar](#)

Checklist for a Successful Press Conference

Press conferences are a great public relations tactic to obtain media coverage on important events. Detailed preparation sets the stage for success. We've outlined tips for planning and conducting a smooth, successful press conference.



[Read more](#)

Humble Boastings

- Obtained an in-depth exposé on the largest workers' compensation lawsuit in California on KPCC, a Southern California award-winning news outlet.
 - Secured feature broadcast interview opportunity with KNX on the segment, "The California Pot Rush."
 - Obtained client speaking opportunity with *Restaurant Finance & Development Conference*, the premier conference for growing restaurant company owners and executives.
 - Help us welcome Berbay's new Marketing Assistant **Amy Rossetti!**
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We're Talking With Clients About...

- ➔ Getting more marketing mileage from what they already have.
 - ➔ Recognizing the shortened "shelf life" of websites.
 - ➔ Generating more leads from online marketing.
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Marketing Resource Center

Thought Piece
*Moving From Rejection
to Resiliency*



Articles
*What Kind of
Marketing Help
Do You Need?*



Webinars
Marketing Now & How



Blogs
*Digital Marketing: The
Next Generation of SEO*



CONTACT BERBAY TO REV UP YOUR
MARKETING

Didn't see something that sparked your interest?
Tell us what you'd like to see in our next newsletter.
