

Law Firm Marketing Catalyst Podcast



Host Sharon Berman



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The Law Firm Marketing Catalyst podcast brings you interviews with forward-thinking lawyers, law firm management and legal marketers who provide fresh perspectives and innovative approaches to marketing.



Innovative Approaches to Business Development with Jon Mattson

Law firms need to get over their “if we build it, they will come” marketing mentality and be more proactive when it comes to building client relationships. Jon Mattson of Baker & Hostetler explains how. [Listen in.](#)



From the Outside Looking in: Getting Hired by In-House Counsel with Jaimala Pai

Principal Legal Counsel at Medtronic, Jaimala Pai shares tips for attracting the attention of in-house counsel and the importance of highlighting your expertise. [Listen in.](#)



How Every Litigator Can Become a Rainmaker with Craig Brown

Business development shouldn't look the same for every lawyer. Craig Brown of LawVision explains how to recognize your strengths and leverage them to develop relationships with referral sources. [Listen in.](#)



It's Chambers Season: What You Need to Know with Megan Braverman

Managing Principal Megan Braverman dives deep into the submission process used by *Chambers and Partners* and shares insight on how to strengthen your *Chambers* nomination. [Listen in.](#)

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