

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



September 2018



6 Ways to Make Business Development Less Cringe-Worthy and More Effective *Become a Successful Rainmaker*

The flow of business for litigators is different than non-litigators, requiring a different approach to generate leads. Here are six ways to develop a referral network and attract new business. [Read More.](#)

Building Better Client Relationships *Law Firm Marketing Catalyst Podcast*



Relationships and teamwork are key to a successful law firm and retaining long-term clients. Iris Jones, Chief Business Development & Marketing Officer of McNeese Wallace & Nurick LLC, explores how to build better professional relationships and remain competitive in the marketplace. [Listen Now.](#)

Iris Jones

Chief BD & Marketing Officer
McNeese Wallace & Nurick LLC

Catch up on recent episodes:



Become a Champion Manager and a More Profitable Lawyer

Marcia Watson Wasserman
President - Comprehensive Management Solutions, Inc.



Andrew Elowitz
Founder
New Actions LLC



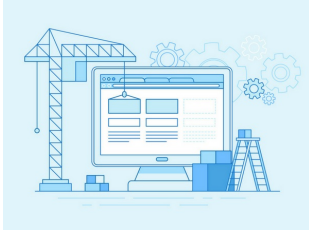
Nurturing Client Relationships

Nathan Darling
Chief BD & Marketing Officer
Beveridge & Diamond, P.C.



Innovative Approaches to Business Development

Jon Mattson
Director of Business Development
BakerHostetler



Is It Time to Redesign Your Website? Five "Laws" to Follow for Success

A website redesign for your law firm does not need to be a thorn in your side. Ensure as painless a process as possible by following these five laws for a successful redesign. [Read More.](#)

Humble Boastings

- Our professional service clients were published in *Los Angeles Lawyer*, *MovieMaker.com*, *Thomson Reuters*, *IPWatchdog* and *Lawyer Monthly*.
- Our professional service clients were quoted in *Los Angeles Times*, *KTLA*, *Los Angeles Business Journal*, *Law360*, *Daily Journal*, *MyNewsLA.com*, *Tech Transfer Tactics*, *LA West Media*, *The Eastsider*, *Hoy Los Angeles*, *EMS World* and *Benzinga*.
- A law firm client was named to *Daily Journal* Top Plaintiffs 2018.
- We spearheaded a press conference for a high-profile lawsuit, which resulted in nationwide press coverage, including *KCBS*, *KABC*, *KTLA*, *The Washington Post*, *Los Angeles Times*, *Chicago Sun-Times*, *Telemundo*, *Fox News*, *KRMG*, *Star Tribune* and *The Mercury News*.
- Account Manager [Aly Crea](#) facilitated the Legal Marketing Association West Region's SoCal August Roundtable, "Shining a Spotlight on Your Firm Through Social Media."

Recently We've Talked with Clients About:

- The benefits of purchasing a domain name for a class action landing page.
- The process of submitting nominations and determining which nominations are worthwhile.
- The benefits of continuing a Pay-Per-Click campaign to generate online leads.
- The importance of keeping your website and marketing materials up-to-date and engaging from a design standpoint.

Stay Connected

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