

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



December 2018



Win Over In-House Counsel *4 Rules to Follow*

BLOG: Want to earn business from in-house counsel? Matt Nolan, Vice President and General Counsel of Ancra Group and Director of The Heico Companies' Global Compliance, shared four rules law firms need to know to successfully work with in-house lawyers. [Read More.](#)

How Not to Sell—And Generate New Business *Law Firm Marketing Catalyst Podcast*



Doug Ott

President

Doug Ott Consulting LLC

Traditionally, law firms have lagged behind CPA firms in the area of business development, but that doesn't have to be the case. Doug Ott explains how law firms of any size can look to the Big Four for valuable lessons.

[Listen Now.](#)

Catch up on recent episodes:



A Worldly View of Legal Marketing

Jennifer Mir

*Practice Development Director
Munger, Tolles & Olson LLP*



Delivering First-Rate Service

Michael Janovici

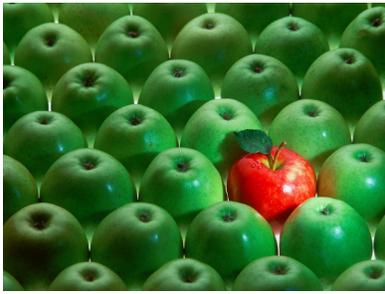
*Client Relations Director
Kimball, Tirey & St. John*



The Steady Approach to Firm-Wide Changes

Sheenika Gandhi

*Director of Marketing and Business Development
Payne & Fears*



Step Up Your Media Relations Game 7 Ways to Stand Out

BLOG: At any given moment, thousands of PR pros are all competing for the attention of busy reporters. So, how do you make your pitches and press releases stand out from the rest? We rounded up seven strategic takeaways from a panel hosted by [Public Relations Society of America](#). [Read More.](#)

Humble Boastings

- Our clients were positioned as experts in CNN, *USA Today*, *GlobeSt.com*, *The Sacramento Bee*, *VC Reporter*, NBC LA, FOX LA, KTLA, CBS LA, Telemundo, *The Journal of Private Equity*, *CalCPA*, *Receivership News*, *Money Inc.*, *Intellectual Property Magazine* and *Daily Journal*.
 - We facilitated a client's press conference covering the filing of a wrongful death lawsuit against the LAPD. The conference was attended by major news outlets, including KTLA, KCAL/CBS, Univision, KRCA, *LA Times*, *La Opinión*, KPCC and KNX-AM.
 - For a client, we secured an advisory committee position for a high-level Los Angeles entertainment conference.
 - For the eighth consecutive year, [Berbay Marketing & PR](#) is sponsoring the 2019 [Marketing Partner Forum](#) to support education and networking opportunities for legal marketing and business development professionals.
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Recently We've Talked with Clients About:

- Identifying nominations that provide the most value and align with the firm's marketing objectives.
 - Determining which successes are most worthwhile to promote via a press release.
 - Crafting an engaging, digestible website bio.
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Stay Connected

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