

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



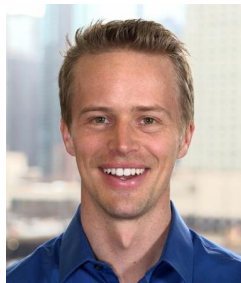
January 2019



Secrets for Success *4 Strategies from a Journalist Turned Marketer*

BLOG: Every legal marketer has their own approach to the job and best practices, which means we can all learn from each other. Jennifer Mir, Practice Development Director at Munger, Tolles and Olson, shares her four tips for success. [Read More.](#)

NY Times Bestselling Author: Resilience Training for Lawyers *Law Firm Marketing Catalyst Podcast*



Nate Klemp

NY Times Bestselling Author and
Co-Founder & Chief Innovation Officer,
LIFE Cross-Training

Resilience is a crucial, trainable skill that can help you manage your time and cope with stress. Nate Klemp, *New York Times* Bestselling Author and Co-Founder/Chief Innovation Officer at LIFE Cross-Training, explains the importance of resiliency for lawyers. [Listen Now.](#)

Catch up on recent episodes:



Moving the Revenue Needle with a Sales Department

Steve Bell

Chief Client Services & Marketing Officer

Womble Bond Dickinson LLP



Moving into the Role of a Trusted Advisor

Jan Anne Dubin

CEO and Founder

Jan Anne Dubin Consulting



Turn Millennial Lawyers into Marketing Mavens

5 Steps for Law Firms

BLOG: Marketing and business development are critical for young lawyers to advance their careers, but it can be tough to find time for everything. Here are 5 steps law firms can take to support millennial lawyers. [Read More.](#)

Blog Series: Millennial Lawyers

[5 Myths That Are Hurting Millennial Lawyers—And the Law Firms They Work For](#)

[4 Ways to Attract Millennial Talent \(and Keep Them\)](#)



[Megan Braverman](#)
Principal

Upcoming Webinar!

CliffsNotes from the 2019 Marketing Partner Forum

Can't make it to this year's Marketing Partner Forum? Join Principal [Megan Braverman](#) for our upcoming webinar covering key takeaways law firm marketers will want to know.

February 6, 2019 at 11 am

[REGISTER](#)

Humble Boastings



Our clients were positioned as experts in *The Wall Street Journal*, *The Sacramento Bee*, KFI Radio, *Modern Restaurant Management*, *Construction Today*, *Denver Business Journal*, *Daily Journal*, *San Gabriel Valley Tribune*, *FitSmallBusiness* and *Commercial Leasing and Law Strategy*.



Congratulations to our clients who were named to *National Law Journal's* list of Intellectual Property Trailblazers.



Stop by and say hi! We are exhibiting at the [Greater Los Angeles Association of Legal Administrators \(GLA ALA\) Annual Employment Law Forum](#) on February 8th at the Skirball Cultural Center.

Recently We've Talked with Clients About

- How to monitor and modify budgets for Facebook ad campaigns.
 - Embarking on a Glassdoor review campaign.
 - Implementing a Spanish version of a website.
 - Setting up "meet and greets" with media to foster personal relationships.
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Stay Connected

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