

Law Firm Marketing Catalyst

Podcast

Propel your firm forward!



Host Sharon Berman



Make Your Firm Prosper with These Expert Insights

On the Law Firm Marketing Catalyst podcast, we've talked to the top industry experts who shared their insights on the importance of specializing and how it allows lawyers to better understand and serve their clients. Here are some of their best tips for focusing your target audience to build stronger relationships with clients and colleagues and, ultimately, increase profits.

From the Outside Looking In: Getting Hired by In-House Counsel

Jaimala Pai, Principal Legal Counsel at Medtronic



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Tip #1: Don't fall into the "Fear of Missing Out" trap. By specializing, you're not missing out on anything. When you become known as the go-to resource in a specific practice area, you actually increase the potential for profitability while removing distractions from your practice.

Tip #2: Forget the myth that nobody will find you online. Having a niche makes it even easier to create a comprehensive online presence and be visible to potential clients.

Tip #3: Invest in relationships. Network with everyone at all levels; you never know who will need your services when they become partner or GC.

Grow Revenue by Nurturing Client Relationships

Nathan Darling, Chief Business Development & Marketing Officer at Beveridge & Diamond, P.C.



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Tip #1: Specialize to jump-start your career. Developing a niche creates more opportunity for you to stand out from the pack.

Tip #2: Use your expertise to network and cultivate referrals. Joining groups that align with or complement your specialty can help you find referral sources you've never tapped into before

Tip #3: Specialize the client experience, too. It's not just your area of law that sets you apart. Provide highly tailored services to your clients, which is simpler than ever thanks to new technology.

A General Counsel Shares How to Earn His Business

Matt Nolan, Vice President and General Counsel of the Ankra Group and Director



Tip #1: Understand how a prospective client's business operates. If you truly understand a client's mindset, they'll be more likely to reward you with their business.

Tip #2: Communicate, communicate, communicate. Firms that communicate in a clear and timely way are more likely to be called on again in the future.

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Tip #3: Build your firm's reputation. Up credibility by getting involved in clients' professional organizations and sending out client alerts in subjects related to their industries.

Ask for What You Want - Be Proactive in Your Legal Career

Olivia Goodkin, Employment Law Attorney



Tip #1: Be proactive. When defining your niche, lean in, get involved and ask for what you want. Don't be afraid to promote yourself—how else will you get your name out there?

Tip #2: Have your own voice. You don't need to change yourself to find a specialty. You'll be more effective if you play to your strengths and do things your way.

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Tip #3: Take on a leadership role. Find a cause, initiative or organization you love and commit to it. Set leadership goals and potential business will follow.

How Every Litigator Can Become a Rainmaker

Craig Brown, Senior Consultant at LawVision



Tip #1: Build relationships with clients before the matter ends. The more you know about your clients, the better you can serve them—and the more likely it is they'll turn to you for future work. Make it a habit to ask at least one question every time you talk with them.

Tip #2: Network within your firm to generate business. Reciprocal in-house referrals boost billable hours and keep clients from looking to other firms for unmet legal needs.

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Tip #3: Nurture relationships with lawyers outside your firm. Remember, you're still in charge of your own practice. You can refer business out when needed and still retain control of the client relationship.

Moving into the Role of a Trusted Advisor

Jan Anne Dubin, CEO and Founder of Jan Anne Dubin Consulting



Tip #1: Know your clients' needs inside and out. Understand their industries, their challenges and the everyday pressures they face, so you can develop a framework for how to assist them.

Tip #2: Manage expectations and relationships. It takes time to create a strong relationship, but only seconds to destroy it—and you don't always get a second chance. Don't over-promise and under-deliver.

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Tip #3: Tap into personal or learned insight about diversity. The legal industry is becoming more diverse, which makes it especially important for decision-makers to have advisors with different backgrounds and experiences.

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