

# Law Firm Marketing Catalyst

## Podcast

Propel your firm forward!



Host Sharon Berman

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turning how? into wow!



## Podcast Round-Up: Become a More Content and Satisfied Lawyer

The guests below joined the [Law Firm Marketing Catalyst podcast](#) to give their thoughts on how to overcome the stress of managing clients, billable hour minimums and the pressures of business development to create a practice you love and accelerate results. We've included a few of their top techniques that focus on being a happier, more content, fulfilled lawyer.

### Become a Champion Manager and a More Profitable Lawyer

**Marcia Watson Wasserman**, *President of Comprehensive Management Solutions, Inc.*  
**Andrew Elowitz**, *Founder of New Actions LLC*



**Tip #1: Make management a priority.** Without good management, the firm is like a ship with no one at the helm and can make for a chaotic office environment. Expert managers turn revenue into profits and lead the firm to success.



**Tip #2: Embrace the scope of your job.** If you're in a management role, don't let the challenges of management deter you. Find creative ways to fulfill your duties.

**Tip #3: Never stop improving your skills.** The desire to learn is what sets an excellent attorney apart from the rest. Learn through hard work and embrace mistakes; seek feedback and self-correct along the way.

Listen in.

### Creating a Culture That Retains Attorneys

**Courtney Puritsky**, *Partner at Grodsky & Olecki LLP*



**Tip #1: Create a sense of camaraderie.** Work in teams to create a group of supportive, trusting coworkers. Emphasize the fact that one lawyer's success is everyone's success.

**Tip #2: Embrace networking.** Sometimes the dread of networking creates more stress than networking itself. Business development doesn't have to be scary and it's a necessary part of advancing your career.

Listen in.

**Tip #3: Create a good work/life balance.** Set boundaries and take advantage of your firm's work-from-home policy, or champion for one if it doesn't already exist. You'll quickly burn out if your firm doesn't accommodate your personal life or promote your well-being.

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## NY Times Bestselling Author – Resilience Training for Lawyers

Nate Klemp, *Co-Founder and Chief Innovation Officer at LIFE Cross-Training*



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**Tip #1: Establish a compassionate email practice.** Before hitting send, consider if an email is being sent to the right people, or whether it needs to be sent at all. Can you pick up the phone instead? This practice can cut down lawyers' inboxes by up to 50 percent.

**Tip #2: Join the larger conversation about mental health.** Across the industry, there is a growing awareness of the dangers of burnout. Dedicate time for your own well-being and advocate for it to be part of your firm's culture.

**Tip #3: Increase your resiliency.** Rather than allowing adversity to bring you down, pause and think before you react to stressful situations. Less stress means you're better able to prioritize and manage time.

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## 5 Keys to Being a Happier, More Productive Lawyer

Judith Gordon, *Attorney Coach and Founder at LeaderEsq*



Listen in.

**Tip #1: Monotask, don't multitask.** The human brain is designed to focus on what's happening in the present moment. Multitasking negatively impacts work product quality and creates unneeded stress.

**Tip #2: Manage your energy.** Be mindful of your energy level throughout the day and take advantage of your natural flow to be more productive.

**Tip #3: Use your breath to manage stress.** Respiration controls most of your body systems, and can regulate stress and improve performance. Practice breathing exercises to help control your mood.

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## How to Create a Law Practice You Love and Accelerate Results

Linda Feinholz, *Business Consultant*



Listen in.

**Tip #1: Look at the big picture.** Determine what you want your life to look like, including where your profession fits in and what you want to be known for. Then, develop strategies and tactics to achieve that vision.

**Tip #2: Create pathways that work for you.** Some lawyers are comfortable networking; some are not. Identify the business development pathways that work best for you and don't force yourself to do the things that don't.

**Tip #3: Remain curious.** Don't be afraid to explore the things that make you uneasy. When you commit to doing something, don't just

## A Worldly View of Legal Marketing

Jennifer Mir, *Practice Development Director at Munger, Tolles & Olson LLP*



**Tip #1: Ask questions like a journalist.** Asking questions about your clients and their businesses not only helps you better serve them, but also expands your knowledge and promotes lifelong learning.

**Tip #2: Cut down your to-do list.** Be ambitious but realistic—that’s the key to developing a successful practice. Focus on only the most important things and give them your undivided thought and attention.

Listen in.

**Tip #3: Ask for client feedback.** If you never ask clients how you’re doing, you’re wasting an opportunity to see where you can improve. Feedback points you in a new direction and takes your practice to the next level.

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