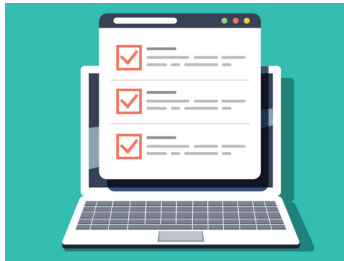


PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



July 2019



Secure New Business with Your Blog *7 Steps for Success*

INFOGRAPHIC: Ensure your law firm blog is accomplishing its objective of increasing visibility and securing new business with these seven steps. [Read More.](#)

Assessing Your Risks: Clients, Competition and Talent *Law Firm Marketing Catalyst Podcast*



Is your firm at risk of losing clients or attorneys? Linda Hazelton, President of Hazelton Marketing & Management, offers strategies for measuring client and attorney satisfaction to ensure firm-wide success. [Listen in.](#)

Catch up on recent episodes:



Making the Culture Shift to Firm-Wide Business Development

Silvia Coulter
Co-Founder

LawVision and Legal Sales and Service Organization



Future-Proofing Your Law Firm

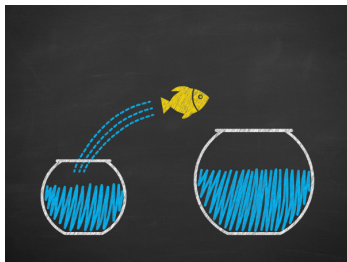
David Cambria
Global Director of Legal Operations
Baker McKenzie



Promoting Diversity and Opportunity in Law Firms

Kim Stuart

Founder and President
Key Group



You CAN Become a Rainmaker *Here's How*

BLOG: Selling doesn't always come naturally to lawyers, but with the help of a business development coach, anyone can learn to master it. [Read More.](#)



Deadline Approaching *Annual Marketing & PR Scholarship*

Our scholarship deadline is approaching soon! If you or someone you know is a marketing or public relations student, submit your application by August 1st. For full details [click here.](#)

Recently We've Talked with Clients About

- Timing of rolling out an announcement on firm rebrand and rename.
- How to decide which nominations are worth pursuing and of most value for your firm.
- Updating marketing materials to better reflect the firm's level of expertise and experience.
- How to build relationships by analyzing webinar attendees.

Stay Connected

Email: berman@berbay.com

Phone: (310) 405-7345

Website: berbay.com



2001 S Barrington Ave., Suite 305 • LA, CA 90025 • United States • [Click here](#) to unsubscribe.