

# The LegalBizDev Success Kit™

The *LegalBizDev Success Kit*™ will help lawyers to win more new business in less time. This collection of reference materials and tools will help you find exactly the information you need, just when you need it to:

- Maximize business with current clients
- Find new clients
- Increase revenue
- Enhance client satisfaction
- Increase personal satisfaction

## WHAT DOES *THE SUCCESS KIT* INCLUDE?

1. *The LegalBizDev Desk Reference*™ (224 pages, 8.5”x 11”, wire bound)
2. *Legal Business Development: Basic Principles and Best Practices* (3 audio CDs)
3. *Legal Business Development: A Step by Step Guide* (208 pages, 6”x 9” paperback)
4. Three biz dev reminders – a notepad, a post-it pad, and a highlighter – imprinted with the critical question: “What should I do today to increase new business?”
5. *The Success Kit Quick Start Card*



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*"In more than 20 years in legal marketing,  
I have never seen anything as valuable as this Success Kit."*  
-Tom Kane, J.D., LL.M., [www.LegalMarketingBlog.com](http://www.LegalMarketingBlog.com)

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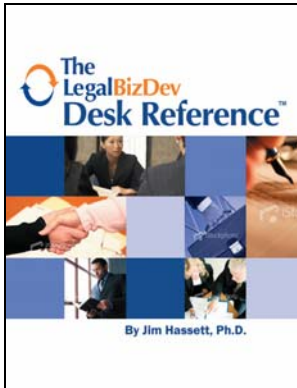
## WHO WILL BENEFIT?

Lawyers can develop new business more efficiently by using this *Success Kit*:

- With the help of a coach who provides advice and assures accountability, or
- While considering whether to use a coach, or
- Independently, instead of working with a coach

Business development staff can increase their effectiveness by using this *Success Kit*:

- As a reference and resource to help lawyers more efficiently
- To coach and train lawyers within their firm



**The LegalBizDev Desk Reference™** is a guide to best practices from other law firms and other professions, organized alphabetically to make it easy to find exactly the information you need, just when you need it. Its checklists, samples, reports, and quick references will help you to increase new business more quickly. Whether you need to create an elevator speech, improve networking, qualify a prospect, plan a meeting, increase client satisfaction, or begin another business development task, this book will provide ideas that fit your practice and your personality.

References and readings include topics like these:

Advances	Follow-up	Referrals
Associates	Internet	Sales training
Books	Listening	Satisfaction
Buyers	Meetings	Service
Clients, current	Networking	Social networks
Clients, new	Optimism	Speaking
Closing	Planning	Success
Consultative selling	Publishing	Summary
CRM	Qualifying	Tactics
Cross-selling	Questions	Women rainmakers
Elevator speech	Re-connecting	... and more

Here are some typical sections:

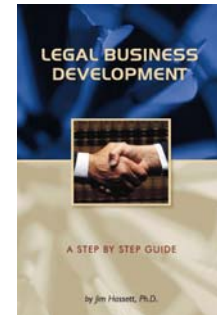
- Associates - Eight steps to keep business development on track
- Clients, current - A checklist of best practices to increase satisfaction
- Clients, new - How to find new clients, step by step
- Closing - When to close and “ask for the business”
- Consultative selling - What is it and why should lawyers care?
- Elevator speech - Six steps to create or improve your elevator speech
- Follow-up - Sample reports to improve tracking
- Meetings - Sample agenda for your first meeting with a new client
- Networking - Three steps to prepare for a conference or networking meeting
- Planning - How much time do you need for business development?
- Qualifying - How to avoid wasting time with the wrong people
- Questions – Prepare for your next meeting by selecting questions from this list
- Referrals - A checklist of best practices for referral sources
- Satisfaction - The ultimate question for current clients
- Speaking - Six steps to increase results from speeches
- Women rainmakers - Survey findings for successful female rainmakers



**Legal Business Development: Basic Principles and Best Practices** is the course you should have taken in law school, in an audio format that can be played on your computer, CD player, or iPod. Instead of taking a full semester, you can complete sections of this course whenever you can find a few free moments. There are six modules that can be completed at any time in any order:

- Module 1 - How the legal market is changing, and what it means to you
- Module 2 - Six ways to increase results from your limited marketing time
- Module 3 - How to increase business with current clients
- Module 4 - How to find new clients: From prospecting to closing
- Module 5 - How to improve your elevator speech
- Module 6 - How to increase results from speaking and writing

The book, **Legal Business Development: A Step by Step Guide**, has helped lawyers get more from their limited marketing time at large and mid-sized firms from Boston to Dubai. It includes step by step instructions to help each lawyer decide how much time to devote to business development, to identify the most productive activities that can be accomplished within that time, and to assure follow-up.



The *Success Kit* also includes:

- Three reminders to help you keep business development near the top of your “to-do list,” – a notepad, a post-it pad, and a post-it flag highlighter – all imprinted with the critical question, “What should I do today to increase new business?”
- A *Quick Start Card* to help you to begin maximizing the benefits, as soon as you open the box.



*Success Kit* author Jim Hassett founded LegalBizDev to help lawyers develop new business more quickly by applying best practices from other law firms and from other professions. Before he started working with lawyers, Jim had 20 years of experience as a sales trainer and consultant to companies from American Express to Zurich Financial Services. Jim has published seven books and more than seventy articles in publications ranging from the *New York Times Magazine* to *Legal Management* and *Strategies: The Journal of Legal Marketing*. He has a Ph.D. from Harvard University, and is an Adjunct Associate Professor of Psychology at Boston University. His blog, *Legal Business Development* (at [www.jimhassett.com](http://www.jimhassett.com)), was recently selected by *TechnoLawyer* as one of “the most influential legal blogs” and he also writes the monthly column “On Business Development” for *Law Firm Inc.*

## ORDER YOUR *SUCCESS KIT* TODAY

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### Our no-risk guarantees:

1. If you are not satisfied for any reason, return *The Success Kit* within 30 days for a **full refund**, no questions asked.
  2. If you try *The Success Kit*, and then decide that you would benefit more with the addition of personal coaching, the **full cost can be applied** to a LegalBizDev coaching program that you begin within 90 days of your purchase.
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	Number	Cost	Total
<i>LegalBizDev Success Kit</i> <sup>TM</sup>		\$995	
Additional copies of <i>Legal Business Development: A Step by Step Guide</i>		\$49.95	
Total:			
5 % sales tax on orders in Massachusetts			
Shipping per order within the U.S.			\$10
<b>Total</b>			

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