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

WHAT DOES THE SUCCESS KIT INCLUDE?

1. The LegalBizDev Desk Reference™ (192 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 business development 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

“In more than 20 years in legal marketing, I have never seen anything as valuable as this Success Kit.”

HOW LAW FIRMS ARE USING THE SUCCESS KIT

Different law firms are using the Success Kit in different ways, including:
  o To supplement LegalBizDev coaching and workshops
  o To help lawyers decide whether to work with a coach
  o As a resource and refresher course for lawyers and business development staff
  o In train the trainer programs for their staff
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:

<table>
<thead>
<tr>
<th>Advances</th>
<th>Follow-up</th>
<th>Referrals</th>
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</thead>
<tbody>
<tr>
<td>Associates</td>
<td>Internet</td>
<td>Sales training</td>
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<td>Books</td>
<td>Listening</td>
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<td>Social networks</td>
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<td>Elevator speech</td>
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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), 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

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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BY FAX: 917-386-2733, or
BY MAIL: LegalBizDev, 25 Mall Road, Suite 300, Burlington, MA 01803.

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