Killer Marketing Strategies for Young Lawyers

PRIMERUS Web Seminar

January 18, 2011

John Remsen, Jr.

Biographical Profile



President, TheRemsenGroup

- Strategic planning and business development consultant to law firms
- Over 150 clients since 1997

Founder and Chief Executive Officer, The Managing Partner Forum

- Regional conferences on law firm management and leadership
- 15 Forums, 550 participants since 2002

American Bar Association Law Practice Management Section

The Florida Bar Standing Committee on Advertising Legal Marketing Association Frequent Author and Speaker BSBA, University of Florida MBA, University of Virginia

The Facts

- Two kinds of lawyers in private practice.
 Lawyers with clients, and lawyers who work for lawyers who have clients.
- Clients hire lawyers, not law firms.
- Clients hire (and refer) lawyers they know, like and trust.



Become an Expert Where does your passion lie?



Develop Your Game Plan Put it in writing. Make it specific



Get into Really Good Habits They pay off big-time over the course of your legal career.



Create and Maintain Your List These are the people who can help you most.



Focus on Friendships

It's something you should do throughout your entire legal career.



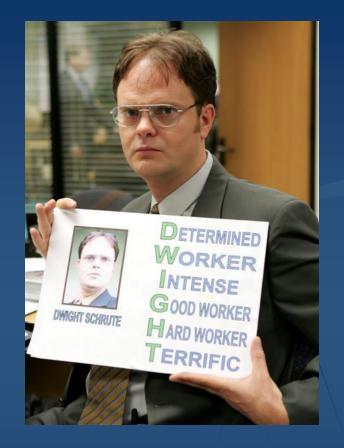
Social Network Responsibly Google is not always your friend, so don't do anything stupid.



Dress Like a Lawyer It matters much more than you might realize.



Be Active in One (Maybe Two) Organization Do your homework to find the right one.



Find the Right Firm for You

Consider the long-term opportunities.

Additional Information

- TheRemsenGroup.com
- DavidMaister.com
- LawMarketing.com
- LegalMarketing.org

Thank you and good luck!