

# Killer Marketing Strategies for Young Lawyers



**PRIMERUS Web Seminar**

January 18, 2011

TheRemsenGroup

# 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.





## 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](http://TheRemsenGroup.com)
- [DavidMaister.com](http://DavidMaister.com)
- [LawMarketing.com](http://LawMarketing.com)
- [LegalMarketing.org](http://LegalMarketing.org)



**Thank you and good luck!**