

## LEGAL BUSINESS DEVELOPMENT IN A DOWN ECONOMY: CHALLENGES AND OPPORTUNITIES

No one knows how long the down economy will last, nor how serious it may become. But it has become obvious to everyone that the economy is placing significant pressures on law firms and on their clients.

This fast-paced 60 minute presentation by one of the best known experts on legal marketing will begin by reviewing data from the Association of Corporate Counsel, Inside Counsel Magazine, Hildebrandt International, the Harvard Business Review, and others on how law firms are responding to changes in the economy. We will then discuss the implications for each individual practice, in three areas:

1. Defensive marketing: How to protect current business
2. Offensive marketing: How to find new clients
3. When markets change: What you should do?

Jim Hassett has been writing and speaking about legal marketing in a down economy since January 2008. He has given in-house presentations at firms with 50 to 1500 lawyers, and spoken on the topic at the Massachusetts Bar Association, Harvard Law School, the Business Lawyers Network, and at Legal Marketing Association chapters in Boston, Philadelphia and Vancouver. He has also offered webinars on the down economy through West LegalEd Center and the National Law Journal.



Jim Hassett's background includes:

- Author of seven books, including *Legal Business Development: A Step by Step Guide* and *The LegalBizDev Desk Reference*<sup>TM</sup>.
- Published over 70 articles in magazines and journals including the *New York Times Magazine*, *Law Firm Inc.*, and *Strategies: The Journal of Legal Marketing*.
- His blog *Legal Business Development* was selected by *TechnoLawyer* as one of "the most influential legal blogs" and featured in *BlawgWorld*.
- Harvard Ph.D. and Adjunct Associate Professor at Boston University.
- President and founder of LegalBizDev ([www.legalbizdev.com](http://www.legalbizdev.com)) which helps lawyers develop new business more quickly by applying best practices from other law firms and from other professions.
- Author of *The LegalBizDev Success Kit*<sup>TM</sup>, a multimedia reference tool that has been purchased by firms with a total of over 16,000 lawyers.

*"When Jim spoke at my firm, I was surprised by the universally positive response. Even the partners who are most conservative about business development benefited from the presentation and saw value in his approach." -- Jonathan Frieden, Partner, Odin, Feldman & Pittleman*

One copy of *The LegalBizDev Success Kit* is included in the cost each presentation. Lawyers who would like to identify business development action items that fit their practice and personality will be encouraged to use it to review best practices from other firms. This multimedia reference guide includes an A to Z encyclopedia of advice for common legal marketing situations, a course on three audio CDs entitled “Legal Business Development: Basic Principles and Best Practices,” and much more. *The LegalBizDev Success Kit* is available from the American Bar Association web store, and has been purchased by firms with a total of over 16,000 lawyers. (For details, see [www.legalbizdev.com/products](http://www.legalbizdev.com/products)).



*“The LegalBizDev Success Kit was very effective as both a reminder and as a learning tool. It helped me to focus my attention on best practices, and it has already paid for itself in new work. I keep it out on my desk, and refer to it often.” - Mark Mansour, Partner, Bryan Cave*