



Business Development and Marketing Strategies For Lawyers and Law Firms



Overview

Although lawyers are taught a lot in law school, one thing law school does not teach that much is about marketing and business development. However, this is one of the primary skills that is needed for a lawyer to become successful and grow his/her practice. It is also a skill that is highly needed if a lawyer needs to progress fast within a law firm.

Today, a lawyer has abundant avenues to market and develop their business and grow his/her practice. In this course, you will learn about planning and implementing business development and marketing strategies to grow your practice and increase your client base exponentially.



You will also learn about various modes of business development methods, active steps to take to increase your client base, strategies to generate publicity and media coverage, the importance of having a good website and more importantly how to maximize your website for effective outreach; how to use social media effectively; develop your business development and marketing plans and best practices in business development and networking.

The practical approach of the course will provide you with many key takeaways and action items that you can immediately implement to grow your practice.



Learning Outcomes

After studying this course, you will be able to:

- ✓ Effectively plan your business development activities
- ✓ Effectively plan your marketing activities
- ✓ Effectively implement your client acquisition strategies
- ✓ Grow your presence online and offline
- ✓ Implement strategies to get more publicity and visibility
- ✓ Network effectively
- ✓ Evaluate the success of your marketing activities
- ✓ Get more clients
- ✓ Grow your legal practice
- ✓ Add value to your law firm or legal practice

Who is this Course For?

- ✓ Experienced Lawyers
- ✓ Lawyers Starting Their Legal Practice.
- ✓ Senior Advocates
- ✓ Junior Advocates
- ✓ Associates in Law Firms
- ✓ Senior Associates in Law Firms
- ✓ Partners
- ✓ Barristers
- ✓ Solicitors
- ✓ Company Secretaries
- ✓ Business Development Professionals
- ✓ Marketing Professionals



Method of Instruction

The course is completely online. With 8 modules and over 30 lectures, this course is power packed with information that you can utilize in your practice almost immediately. As an online course, you can take it at your own pace and convenience. There are video lectures, practical training materials and numerous techniques to get and retain more clients.

Modules

- **Module 1**
Introduction
- **Module 2**
Business development plans and business development goals
- **Module 3**
How to become a successful rainmaker
- **Module 4**
Networking strategies for lawyers
- **Module 5**
Should you specialize in a niche or should you have a general practice?
- **Module 6**
Providing exceptional service to your clients
- **Module 7**
Online marketing for lawyers
- **Module 8**
Branding strategies for lawyers

COURSE FEE

• US \$ 1100

COURSE DURATION

SELF PACED

Course co-ordinator - Vishnu Prasad

Vishnu Prasad, is the CEO and Managing Partner of Law Pundits LLP. Prior to starting Law Pundits, he has been a corporate lawyer for several years having worked in the fields of Intellectual Property, Mergers and Acquisitions, Private Equity, Contracts and Commercial Law related matters. He began his career in leading law firms in Bangalore and Delhi before moving to London, where he worked with several corporate law firms. At the Age of 26, he was a fee-earner in a commercial law firm in London. Vishnu was also a visiting lecturer in International Business Law at European Business School (Regents University), UK and at Webster University, London Campus..

Vishnu has completed his masters in International Business law from London School of Economics and Political Science and holds undergraduate degree in law from Kerala Law Academy. He also holds a Diploma in Trade Law from Academy of International Trade Law, Macau and Certificate in Private International law from The Hague Academy of International Law. Vishnu is a Fellow of the Royal Society of Arts and has been recognized as a leading innovator in law by Fast Case 50 in their annual list of Innovators in Law.



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