



## **Start Building Your Book of Business Today!**

**~ LABWA Presents ~**

### **9 Ways to Jumpstart New Business Development & Speed Mentoring Session**

*Sept. 6, 2012, 3 pm - 5 pm, La. Bar Center*

**Cost: \$ 20 for LABWA members who paid 2012 membership dues  
& \$35 for all other attendees  
(1 CLE Professionalism Credit\*)**

#### **Executive Lawyer Coach Martha Newman will show you how to:**

- Overcome your aversion to developing new client relationships.
- Ask for business without feeling embarrassed.
- Convince someone to hire you instead of your competition.
- Self-promote without sounding like a braggart.
- Identify high net worth clients whom you have not been able to find.
- Use LinkedIn to meet ideal prospects you do not know.
- Make time for developing new clients and still bill your hours.
- Follow up with prospects in ways that will lead to business.
- Build a 2013 business development plan that will pay off.

#### **The SPEED MENTORING Session will provide you:**

an opportunity to ask experienced attorneys those "everything-you've-always-wanted-to-know-but-didn't-know-whom-to-ask" questions about practicing law and developing your client base.

#### **Results to you from Martha Newman's presentation & the Speed Mentoring session:**

- You will become more self-confident about developing new client relationships.
- You will have a clear plan of action for building a bigger book of business.
- You will receive practical advice from exp. attys. on how to overcome bus. devt. obstacles.

**REGISTRATION available only at the door.**

**\* CLE credit pending final approval**