

FUEL REVENUE GROWTH!



Listen Up: 5 Keys to Being a Happier, More Productive Lawyer

Law Firm Marketing Catalyst Podcast Launches!



The [Law Firm Marketing Catalyst Podcast](#) kicks off with [Judith Gordon](#), founder of [LeaderEsQ](#), describing the "5 Keys to Being a Happier, More Productive Lawyer."

The podcast regularly brings you interviews with forward-thinking lawyers, law firm management and legal marketers who bring fresh perspectives and innovative approaches to marketing.

[Learn more](#)

Upcoming episodes include:



"How to Create a Law Practice You Love and Accelerate Results"

[Linda Feinholz](#)
[Business Consultant](#)



"It's Chambers Season: What You Need to Know"

[Megan Braverman](#)
[Berbay's Principal](#)



"Ask for What You Want – Be Proactive in Your Legal Career"

[Olivia Goodkin, Esq.](#)

6 Steps to Mastering Pitch Presentations



You've presented a prospect with the perfect pitch, but now what? How do you close the deal? At the 2018 [Legal Sales and Service Organization's](#) RainDance Conference, [David Ackert](#) of [Ackert Inc.](#) discussed the "Six Stage Framework," a roadmap for turning pitch presentations into business. According to David, a pitch should include building rapport and addressing questions, but what many lawyers fail to see is the importance of strategic follow-up.

Read "6 Steps to Mastering Pitch Presentations"

Make 2018 Your Best Year Yet! *Mid-Year Marketing Reset*



If you want to end 2018 strong, now is the time for a marketing reset. With only six months left in the year, it's the perfect time to dust off your marketing plan and develop a strategy for the remainder of the year.

Read "6 Steps to Accomplish Your Goals by Year-End"

LSSO & Berbay Announce *2018 Sales & Service Award Winners*



Senior Account Manager Beth Miller (M) with winners Kristen Leis of Parker Poe (L) and Helena Lawrence of Orrick (R)

Berbay presented the [Legal Sales & Service Organization's](#) June 2018 Sales & Services Awards at the 15th Annual RainDance Conference. Senior Account Manager Beth Miller led a Q&A panel with the 2018 winners:

- Executive of the Year: Kristen Leis, Parker Poe
- Marketing Collaboration Team of the Year: Orrick

Learn more about the 2018 Sales & Service Award Winners

Accepting Applications for Our Annual Marketing & PR Scholarship



Berbay's annual scholarship program is now accepting applications! For the fourth consecutive year, we will award a scholarship to a student pursuing a career in marketing and public relations. If you or someone you know is interested in applying, please click below for more details.

Apply today!

Humble Boastings

- Our clients were published in *Los Angeles Times*, *Wall Street Journal*, *Washington Post*, *New York Times*, *New York Post*, *Billboard*, *Bloomberg Big Law Business*, *South China Morning Post*, *Commercial Observer*, *Law.com*, *KTLA*, *NBC News*, *California Healthline*, *Law & Crime*, *National Law Journal*, *Lodging Magazine*, *Hospitality Net*, *Hospitality Syndicate* and *Pitchfork*.
- Two of our clients, an attorney and a real estate professional, were selected for the *Los Angeles Business Journal* Women's Council & Awards.
- Managing Principal [Sharon Berman](#) presented "Branding and Marketing Your Law Firm" at the [Orange County Bar Association](#)'s Solo Practitioner/Small Firm Section June Meeting.

Recently We've Talked with Clients About:

- The newly implemented General Data Protection Regulation (GDPR) and how it affects marketing efforts.
- *Chambers and Partners* season – how to submit nominations, get ranked and/or move up in the rankings.
- Leveraging annual surveys and events.
- Extending the shelf life of whitepapers by leveraging content for media interviews, blog posts, infographics and more.

Stay Connected

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