

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



March 2020



Legal Directories: Are They Worthwhile? Comparing Guides and Their Effectiveness

BLOG: Today's legal directories go well beyond being a database of attorneys, and now offer additional benefits, such as rankings, publications and customized marketing opportunities. But with so many to choose from, which ones are the most worthwhile? [Read More.](#)

Conquer Writer's Block – Become a More Effective Writer Law Firm Marketing Catalyst Podcast



Gary Kinder

Founder
WordRake

Overcoming writer's block can be challenging and time-consuming. *New York Times* best-selling author, Gary Kinder, founder of WordRake, shares his 21-minute method to conquer writer's block and be a more effective and persuasive writer. [Listen In.](#)

Catch up on recent episodes of the Law Firm Marketing Catalyst Podcast:

Going Virtual: Establishing a Law Practice Without Walls



Marcia Watson Wasserman

President
Comprehensive Management
Solutions, Inc.

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Integrating Technology to Systematize Business Development Efforts

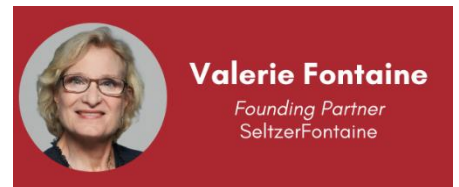


David Ackert

President
Ackert Inc.

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Becoming More Competitive in the Diversity & Inclusion Arena



Valerie Fontaine

Founding Partner
SeltzerFontaine

LISTEN



Magnify Your PR Efforts *Extending the Shelf Life of Media Placements*

Getting quoted or featured in the media is a great feeling, but it's not enough. Principal [Megan Braverman](#) explains why a PR campaign wouldn't be whole without the process of magnifying those results. [Watch the Video.](#)

Apply by August 1, 2020



Annual Marketing & PR Scholarship *Apply Now!*

For the sixth consecutive year, Berbay will award a scholarship to a college student pursuing a career in marketing and public relations. If you or someone you know is interested in applying, please [click here.](#)

Recently We've Talked with Clients About

- How to recognize legal ranking scams.
- The pros and cons of commenting on background.
- Budget and placement strategies for outdoor advertising.
- The best time to release news and optimize coverage.

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