

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



WILL THE MEDIA CARE? THE CASE FOR RELEASING EVEN "SMALL" FIRM ANNOUNCEMENTS

Nearly every firm has sent a press release to the media that was met with radio silence. Is it because your announcements are not newsworthy? Here are some answers as to why you are not getting any response.

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HOW EXECUTIVE COACHING CAN BREATHE NEW LIFE INTO YOUR CAREER

Coaching is a powerful tool that can help professionals in all stages of their career. It can help you be a more effective leader, mentor and better business developer. Learn more as we interview [Andrew Elowitz](#), Managing Director & Founder of New Actions LLC.

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A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

- How to leverage client successes that are confidential or have confidential aspects to them.
- Are you eligible for a Wikipedia page, and should you consider it as part of your marketing strategy?
- What's the value of in-house presentations; are they relevant anymore?
- Given the mass changes with Twitter, should firms reconsider their Twitter strategy?

LAW FIRM MARKETING CATALYST PODCAST

Catch up on recent episodes:

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THE LAWYER AS CEO: WHY LAW FIRM LEADERS NEED BUSINESS SAVVY



Reza Torkzadeh
Attorney and Author

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for our clients so they can concentrate on what they do best—run their firms.



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