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INTENTIONAL MARKETING SUCCESS SERIES FOR LAWYERS

Engaging, Information-Packed Presentations



Barbara Nelson is a Law Practice Management Speaker and Coach. She brings over 15 years of experience in business management and consulting. She's created a comprehensive practice management seminar, *Get A Life!*, and is co-author of *Market You Must!...for lawyers, 52 Proven Strategies to Get You Into Action Today*. Barbara is a licensed **GET CLIENTS NOW!** program leader.

Designed to Deliver Results

Too often audiences leave with clarity and great intentions, but once they're back in the "real world", they lose focus and aren't able to follow through. To address this and ensure that clients get lasting value, Barbara's presentations include a **follow-up teleclass**. Participants are invited to call in to discuss their results and learn how to handle any issues or obstacles they've encountered.

Each presentation can be delivered on a standalone basis or as part of a series.

Make Time for Marketing

Is marketing a task that never makes it off your to-do list and onto your calendar? Take a time management reality check and learn the seven keys to creating time for marketing without increasing the time you spend working. This presentation is for people who just don't have enough hours in the day, whether to market or for balance.

Get Clients Now!

Don't know who to talk to, what to say or what to do to get more clients? Based on the proven success of the GCN program, this presentation is for lawyers who know they need to start marketing, but aren't sure where to start. Choosing from diverse strategies and tactics, you'll learn to create a marketing action plan that works for YOU.

Bridging the Knowing-Doing Gap

Marketing isn't rocket science. There is a wealth of excellent resources for lawyers who want to know how to build their practices. If you're someone who has a pretty good idea of how to build your business, but you just haven't been able to start or sustain your marketing efforts- this presentation is for you. Get into action today!

"Barbara understands where to focus to get results fast. I've learned specific techniques for dealing with difficult issues and I know how to spend my time to get the results I want. Barbara clearly knows her business."
— Daryl Audilett, The Audilett Law Firm, PLC

"As a speaker or seminar leader, Barbara delivers practical- business specific information. She is clearly an expert in her field and uses powerful stories to illustrate her points. Barbara's direct and somewhat irreverent communication style puts her audience at ease and creates an energetic environment."
— Donna Beccaria, Principal, Corporate Learning Group, LLC

SUCCESSFULLY SOLO

Life is short. Struggle is optional. Business coaching works.