Solo Contendere: How To Go From Law School Into the Practice of Law Without Getting a Job

Marc Garfinkle, Esq., 2010, Chapter VI: Developing a “Real” Clientele (Call No. KF 300 .G3): The key take-away from this chapter is communicate what you know. Present yourself as an informed and resourceful authority on the law. Be approachable, reliable, and gracious. Use online professional networks to your advantage, but make connections in person too. Raise your profile in your community by joining local civic organizations or running for office.

The Rainmaking Machine: Marketing Planning, Strategies, and Management for Law Firms

Phyllis Weiss Haserot, 2000, Chapter 36: 20 Ideas From Other Service Businesses, (Call No. KF 316.5 .H37 1990): Drawing on examples from other service industries, including Banking, Accounting & Consulting Firms, Medical Practices, and Public Relations Agencies, this chapter outlines the application of “relationship building” strategies, which rely on the use of peer networks, for business development in small law firms. Additional topics include entertaining potential clients, building mutually-beneficial social connections, and strategies for teambuilding within firms.

Smart Marketing for the Small Firm Lawyer

Kenneth Vercammen, 2014 (Call No. KF 316.5 .V47 2014): Marketing advice, leveraging connections in your social and professional networks to grow your firm’s business, best practices for networking at court, and building an online network are discussed.

How To Manage Your Law Office

Mary Ann Altman & Robert I. Weil, 2015 (Call No. KF 318 .A758): Chapter 6 of this volume addresses Strategic Planning and Marketing with an emphasis on building connections through networking and personal contact. Creating websites, newsletters, and brochures is less effective than demonstrating your firm’s tangible resources and capabilities via face-to-face interactions and follow-up correspondence.

Find more resources online

Raising the Bar: Blog from Lawyer-Coach, LLC
www.lawyer-coach.com

Networking for the Lazy by Matt Handal
www.lawpracticetoday.org/article/networking-for-the-lazy/

Three Tips for More Effective Networking (ABA)