



The Business Development Committee

of the

Women's Bar Association
presents

What Women Lawyers Need to Know

About Rainmaking:

The Expert Seminar Series

REGISTRATION

This series is open to WBA members and non-members. **SPACE IS LIMITED!**

Email programs@womensbar.org to register for the entire series, or for individual sessions.

Please provide your name, mailing address, WBA membership status (member or non-member), and the course number(s) of the session(s) you wish to register for. **To register for the entire Series, please use Course #ESS100.**

PRICES

WBA Members: \$15 per session; \$75 series
Non-members: \$25 per session; \$125 series

Please bring a check payable to the "Women's Bar Association" to your first session.

LOCATIONS

John Adams Courthouse

One Pemberton Square
2nd Floor Conference Suite
Boston

Social Law Library

One Pemberton Square
Suite 4300
Boston

MEMBERSHIP

For information on becoming a WBA member, please contact Marianne Spencer at membership@womensbar.org, or call 617-973-6666.

About the Women's Bar Association of Massachusetts

Founded in 1978 by a group of activist women lawyers, the Women's Bar Association is one of the oldest and largest bar associations in the country. Today, the organization boasts a membership of more than 1600 women lawyers, judges and law students across Massachusetts. The WBA is committed to the full and equal participation of women in the legal profession and in a just society. For more information, please visit www.womensbar.org.

About the Business Development Committee

The mission of the Business Development Committee is to promote the success of women in the law by creating an open environment to understand and build the skills necessary to develop business. The Committee arises, in part, from studies citing business development as one of the key obstacles to women's progress in law firms. Since rainmakers are decision-makers in firms, in order to effect positive change such as promoting work-life balance, it is our goal to help all women develop business. We also recognize that women's ability to develop business promotes financial independence and increases available career options.

For more information about the Business Development Committee, please visit http://www.womensbar.org/WBA/committees/bus_dev.aspx

Course #ESS101: **How to Efficiently and Effectively Market Your Practice and Build Your Book of Business**

Women cite lack of time as the number one obstacle to effective business development.

This seminar will explore strategies to help you focus your marketing efforts and leverage your time by learning how to: (1) identify your marketing niche, (2) develop strategic partnerships and networks, and (3) prioritize and leverage your business development efforts.

Presenter: **Linda Monica, President, Monica & Associates, PC**

Wednesday, April 1, 2009

4-6 p.m. at the John Adams Courthouse

Course #ESS103: **Barriers, Boundaries and Bridges: Silence Your Inner Critic and Succeed in Business Development**

You may recognize the need for rainmaking, selling and marketing your legal services, but hesitate in doing so for many reasons, including the fear of failure and the belief that you do not have the personality for sales. In this seminar, you will learn how to recognize and reframe your internal barriers, to set appropriate boundaries, and to build bridges with other people - and not even notice that you are becoming adept at business development.

Presenter: **Fredia Woolf, Founder, Woolf Consulting**

Wednesday, June 3, 2009

4-6 p.m. at the John Adams Courthouse

Course #ESS102: **Demystifying the Business Development and Sales Cycle: *Origination is not magic; you already have the tools and can own the power!***

Learn the framework and sales structure for creating a plan to grow your practice, find your personal comfort zone with the sales process, get to "yes" or at least "maybe!"

Presenter: **Hollis R. Chase, President, Chase & Associates**

Wednesday, May 6, 2009

4-6 p.m. at the John Adams Courthouse

Course #ESS105: **External Business Development: Increasing Your Presence in the Marketplace and Creating and Strengthening Relationships with Referral Sources**

In this seminar, you will learn how to be strategic about where you go, what groups you join and how to turn external networking and community activities into business opportunities.

Presenter: **Margaret Coughlin, President, Intelligent Marketing Solutions**

Wednesday, September 2, 2009

4-6 p.m. at the Social Law Library

Course #ESS104: **The Legal Mocktail™: An Experiential Training Event**

Join your WBA colleagues for an unforgettable learning program to develop the skills required for successful networking. With your "bartenders" Roberta Montafia and Catherine Altman MacDonagh, you will have the opportunity to learn in a simulated social event how to use such opportunities to develop meaningful and productive relationships.

Presenter: **Catherine MacDonagh, President, Legal Sales and Service Organization**

Wednesday, July 1, 2009

4-6 p.m. at the Social Law Library

Course #ESS106: **Client Relationships: Developing and Nurturing Your Best Asset to Drive Revenue Growth**

Research and history show that clients (existing and inactive) are your best sources of future revenue. Whether your clients are individuals or corporations, we will discuss how to leverage these relationships (and the internal relationships with people who often manage the client relationships) to drive future revenue.

Presenter: **Silvia L. Coulter, Vice President, Chair, Client Development and Growth Practice, Hildebrandt International**

Wednesday, October 7, 2009

4-6 p.m. at the John Adams Courthouse