

## Quick Start Personal Marketing Planning

As In-House Training or Customized Web Seminars, with Scheduled Coaching

### Gain Strong ROI from Their Success in 2010

How do rainmakers succeed? Most are not naturals. Rather, success is driven through their planned, organized and consistent pursuit of business and a focus on actions that produce results.

Yet personal marketing planning typically ends up being a waste of time. Why? It tends to yield long term strategy statements, few action programs, and no means to ensure accountable activity.

Instead, a personal marketing plan should help attorneys think and act like rainmakers do. That's why we take them through an action-driven personal marketing planning method that has a 10+ year track record of results.

Investing in this training delivers a strong ROI for your firm:

- Guide attorneys toward plans that focus on the business development methods that generate results
- Provide each with the prioritized inventory of business relationships she

or he needs to succeed – and an action plan to cultivate these

- Share clear plans among attorneys so they can identify cross selling opportunities collaboration
- Encourage reluctant business development to take flight, build attorneys' confidence and tangible results
- Teach attorneys to think, act and follow through just like rainmakers do
- Provide accountability for action and effort



## Quick Start Personal Marketing Planning

### Session 1. Developing Your Personal Action Plan

Targeting your ideal clients  
Marketing to existing clients  
Obtaining quality referrals  
Building powerful alliances  
Developing effective networks  
Becoming a celebrated expert  
Think and acting like an entrepreneur; consistent action

### Session 2. Building the Professional Relationships You Need to Succeed

Inventorying your existing contacts  
Asking for introductions  
Targeting and working the right organizations  
Marketing yourself internally  
How to network and conduct business development dialogues

### 3. Coaching Sessions to Guide Each Attorney

Develop and work through a tailored plan for each attorney  
Consult on specific business opportunities  
Build entrepreneurial mindset, confidence and motivation  
Address obstacles  
Develop habits required for success

### Support: The Right Tools and On-Demand Tutorials

Pre-training exercises and worksheets  
Personal marketing forms and templates  
Manuals and best practices  
On-line training to expand and reinforce the learning

### About the Apollo Business Development Program Trainers & Coaches

We have extensive, on-point experience in training and coaching lawyers in business development. When you retain us, you are hiring a team with a combined 50 plus years of business development experience including many years at major law and consulting firms.

We have trained hundreds of lawyers to generate new business. Our overall experience ranges from advising a 3,000-lawyer global firm to a 25-lawyer litigation boutique, and we will bring all our insights to you. You may already be familiar with our online CLE programs for attorneys at PBDI.org, a joint venture of Larry Bodine Marketing & SAGE PDI, Inc.



Reach for the moon with Apollo Programs at your firm.