

## Women's Business Development Initiative

A Series of Four Programs as In-House Training or Customized Web Seminars

### Gain Strong ROI from Their Success

The increasing number of women attorneys makes them a critical business development asset for your firm. But many women's initiatives fall short of making a difference in the career progress of the women at their firm.

Why? First, they don't focus intently on business development. The best way for women to progress in their careers is to build their own practice and contribute

to the profitability of the firm. This puts their success under their own control rather than being overly dependent.

Also, women face unique challenges in business development in terms of their experience, mindset and preferred activities,

Investing in the business development success of your women attorneys offers a strong ROI for your firm:

- Women attorneys often have access to groups and networks that are inaccessible to male attorneys

- Women attorneys can target and land business that derives from diversity initiatives at large companies
- The ranks of senior executives, in-house counsels and entrepreneurs are being increasingly staffed by women
- Women attorneys will be motivated to continue their career at your firm
- Your firm will earn a reputation for providing the depth of support that can help women attorneys prosper



## Women Attorneys Business Development Initiative

### 1. Basics: Why Business Development Is Vital for Women Attorneys

How women rainmakers generate work  
Think/act like an entrepreneur  
Women's unique challenges  
Developing your personal marketing plan  
Marketing inside your own firm  
How to team and connect with other women professionals

### 2. Building Your Professional Network of Business Relationships

Inventorying your existing contacts  
Asking for introductions  
Targeting and working the right organizations  
Marketing yourself internally

### 3. Leveraging Your Existing Professional Skills

The mindsets and assumptions that hold women back  
Why you never sell or promote  
Leveraging your existing skills  
Transitioning personal contacts into business relationships  
Acting like a business doctor  
How to ask for the business

### 4. Follow-up Monthly Coaching Sessions to Win Business

Executing a tailored plan  
Building habits for success with weekly/daily activity goals  
Reviewing progress and providing accountability  
Help on specific opportunities  
Building the right mindset, confidence and motivation  
Addressing obstacles

### 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.

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