

Plan to take
your practice to the
next level with...

Business Development *for* LAWYERS

Build and implement your own unique plan for developing the type of high-quality new projects you really want.

HIGHLIGHTS

Business Development for Lawyers is a comprehensive programme that provides the insights and tools you need you ramp up your business development efforts and take your practice to the next level.

- ✓ **FIND** out how to leverage your strengths and compensate for your weaknesses.
- ✓ **SEE** yourself through the eyes of your clients and prospects.
- ✓ **IDENTIFY** your best prospects and most 'saleable' services.
- ✓ **CREATE** compelling messages that cut through the clutter and effectively position your practice.
- ✓ **BUILD** a plan you can begin implementing the moment you return to the office.
- ✓ **GET** the follow up support you need to ensure your plan's success.



A comprehensive business development programme exclusively for lawyers whose success depends on generating new business from existing clients and prospects.

- **LEARN** how to focus on the most profitable markets and services.
- **DISCOVER** how to land the clients and projects you really want.
- **GAIN** the confidence to get out there and compete for new business.
- **INCREASE** the return on the time & money you invest in business development.
- **ENSURE** your practice thrives...even in hard times.
- **GROW** your top and bottom lines.
- **AND MUCH MORE...**

PROGRAMME SCHEDULE
SUMMER 2010

TORONTO | JUNE 18 & 19 (Friday & Saturday)

Each programme is limited to 20 lawyers and fills quickly.

Reserve your place today by calling 416-977-5402,
or enroll online at www.oomphgroup.com/bizdev4designers.

INSIDE: Check out our 100% Money-Back Guarantee

FREE
Information Webinar
May 31, 2010
12pm to 1pm
[Register online](#)

Business development isn't taught in school, and it doesn't come naturally to many lawyers

You know only too well how difficult it can be to attract enough of the right kind of business. You can invest a great deal of time and effort but not get the results you're after.

That's why we created **Business Development for Lawyers**

It's a comprehensive programme that will focus your efforts on landing the kind of rewarding and profitable clients and projects you want. **3** components combine to make this an extremely effective programme...

1 WHEN YOU REGISTER...

We'll provide you with a set of questions that will help you evaluate your market, your relationships with clients, your service offering and new business objectives. By investing just a couple of hours to prepare for the workshop, you'll uncover information that will have a direct bearing on your ability to build and successfully implement your own business development plan.

2 THE 2-DAY WORKSHOP

At its core is a 2-day workshop – educational, practical and focused. You'll be led through a tried and proven process featuring group discussion and breakout sessions to help you evaluate your options and build a personal plan of action that you can begin implementing the moment you get back to your office.

Your plan will be designed to deliver the results you're after in the time you're prepared to commit to business development. You'll consider the three fundamental ingredients that will ensure your plan's success...and plan to avoid pitfalls that can derail any business development plan.

Most importantly, the plan will be uniquely yours. This is not a one-size-fits-all programme. You'll leave the workshop with a step-by-step action plan that will lay the groundwork for a thriving practice that generates an ongoing stream of profitable new clients and additional work from existing clients.

3 FOLLOWING THE WORKSHOP...

You will have access to a series of bi-weekly webinars in which we'll present new ideas and suggestions, deal with issues and stumbling blocks and answer any questions you might have. You'll have the opportunity to hear what's working, and what's not, from other professionals who are actively engaged in implementing their own business development plan.



Money-Back Guarantee

We're so confident that our programme will change the way you approach new business development that we're offering this straightforward, money-back guarantee: Attend **Business Development for Lawyers** from start to finish.

If for any reason it's not everything we say it is we'll refund your money with no questions asked. And you'll get to keep the resource material valued at \$250. It's as easy as that!

Johanna Hoffmann

Chris Ward



Here's what participants say about our workshops!

"The things we learned have helped us immensely. Our marketing is starting to pay off like it never has before."

"The best marketing workshop I've ever attended!"

"Great session. I'm amazed that we achieved so much in such a short time."

>> What you will cover in Business Development for Lawyers

Seeing your practice through the eyes of clients and prospects

All too often, the impressions people have of your expertise and capabilities are different from what you'd like them to be. In this segment you will learn how to see yourself and your practice through the eyes of people who really matter to your success.

Understanding your market and how it impacts your ability to develop new business

Markets are constantly changing. Competitors come and go. Demand can be very volatile. In this segment you will consider the trends that are shaping the market for your services and assess their likely impact on your business development efforts.

Identifying the issues that will make or break your plan

The effectiveness of your plan demands a realistic understanding of mission-critical issues – the big ones that will work for or against you. In this segment you will identify issues that you can't afford to overlook.

Zeroing in on high-value markets and services

Some clients are wonderful to work with. Others are not. Some are very profitable; others much less so. Similarly, some services are more profitable or easier to sell than

others. In this segment you will identify the target markets and services that offer the greatest opportunity for profitable growth.

Creating a value proposition that prospects can't ignore

Prospective clients need a clear idea of what you can do for them – that others cannot. Your value proposition is a statement of benefits that connect with clients on an emotional level, and differentiate you from your competitors.

Establishing objectives to focus your efforts

If you don't know where you're heading it won't much matter which route you take to get there. In this session you will establish objectives that will guide the plan you make, and enable you to assess how well your business development efforts are working.

Creating compelling messages that cut through the clutter and effectively position your practice

Messages help differentiate your practice, and shape what prospects think of you. Savvy marketers know that leaving messaging to chance is not an option. In this session you'll learn how to craft compelling messages that resonate with prospects and help position you as their number one choice.

Developing a presentation that gets the attention you need

If Shakespeare were advising you on business development he might say, "For the presentation oft proclaims the professional." How you present yourself and your practice can have a dramatic impact on your success. In this session you will focus on ensuring that your presentation resonates with your target audience, and helps you stand out from the pack.

Building a task-oriented plan that you can begin implementing the moment you return to the office

For busy professionals, time is money. That's why you need a plan that you can implement within the time you can devote to business development. And within the budget you set. Scheduled for day two, this segment ties together all the work you've done to identify issues, opportunities, messages and what makes you different.

Dealing with reality

What do you do when you find your day hijacked by day-to-day business matters? Carving out the time to work on your business development plan is essential, and the focus of this segment.

YOUR PROGRAMME LEADERS



Johanna Hoffmann

Johanna has more than 20 years experience working with and managing professional and creative service firms. During this time she has launched companies, divisions, programs and brands, and established and managed operational, people and marketing systems. Her career success is based on her creativity and ability to develop innovative and highly effective methods for communicating new ideas and concepts to the broad market. As Oomph CEO, Johanna has spearheaded the development of an innovative curriculum of practice management workshops for professionals. Oomph programs are accredited for continuing education by leading professional and regulatory organizations.



Chris Ward

Chris has an undergraduate degree in economics and an MBA from the Rotman School of Management at the University of Toronto. He has held senior positions in manufacturing, distribution and service businesses. Through firsthand experience with an iconic retailer and Canada's largest management consulting firm, he learned the fundamentals of customer satisfaction and branding, and what it takes to build a successful professional practice. As founder and CEO of Riverhorse Brand Advisors Chris helps develop effective business development strategies for professional service providers as well as many for and not-for-profit business organizations.

10 ways you will benefit from **Business Development** *for* **LAWYERS**

- 1 **YOU'LL HAVE** a step-by-step plan that you can implement the moment you return to the office.
- 2 **YOU'LL AVOID** dozens of costly and time-consuming missteps that can derail your business development efforts.
- 3 **YOU'LL RECEIVE** 100 pages of reference material that will provide you with a wealth of ideas and proven techniques.
- 4 **YOU'LL BENEFIT** from the thinking and experiences of other professionals who will be participating in the workshop at the same time.
- 5 **YOU'LL SAVE** money by accomplishing in two days what a consultant would charge thousands more to do.
- 6 **YOU'LL SEE** your practice through fresh eyes and uncover dozens of profitable new opportunities.
- 7 **YOU'LL BECOME** more disciplined... significantly more effective... and instantly more productive.
- 8 **YOU'LL BENEFIT** from the ongoing encouragement and support that will help keep your efforts on track.
- 9 **YOU'LL HAVE** access to highly experienced marketing practitioners who understand your business and what it takes to develop a successful practice.
- 10 **YOU'LL MARVEL** at how quickly your business development plan takes hold, and qualified leads begin to flow.

Who should attend

- >> Established lawyers looking to develop more of the right kind of business.
- >> Lawyers who have just hung out their shingle, or plan to head out on their own in the near future.
- >> Aspiring partners or senior associates who will soon be expected to play larger roles in business development activities.
- >> Lawyers looking to grow their practice or solidify their business as part of a succession planning process.
- >> Anyone responsible for marketing or business development in a law firm.

If you are...

- **SCRAMBLING** to replace lost business?
- **UNHAPPY** with the projects you're getting?
- **DISCOURAGED** by your inability to attract high-value clients?
- **WONDERING** how to get started on your own business development plan?
- **CONCERNED** about blending in with your competitors?

...Business Development for Lawyers is one programme you cannot afford to miss.

PROGRAMME LOCATION & DATES
SUMMER 2010

TORONTO | **June 18 & 19** (Friday & Saturday)

>> Register Now for

**Business
Development** *for*
LAWYERS

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To reserve your place, visit
www.oomphgroup.com/bizdev4designers
or call: 416-977-5402

PROGRAMME SESSION DATES AND LOCATION:

The interactive workshops will take place in:

TORONTO on Friday, June 18 and Saturday, June 19
at 401 Bay Street, Suite 1600

THE INTERACTIVE WORKSHOPS will be followed up
a series of bi-weekly webinars

TIME:

Registration for the in-person interactive workshop on each day begins at 8:30 a.m. The morning sessions start promptly at 9:00. The first day ends at 5:00 p.m. and the second day ends at 4:00 p.m.

All webinars will take place from 12:00 p.m. to 1:00 p.m. EST

CANCELLATION:

Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Oomph Group Inc. of any changes as soon as possible. Oomph Group Inc. and Riverhorse Integrated Inc. assume no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received at least 10 days prior to the first day of the workshop. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

Discounts:

We offer special team discounts. Groups of **3** or more from the same organization receive a **10% discount**.

Business Development *for* LAWYERS

COST:

Register by June 7, 2010
and **SAVE \$478!**

\$1,997
plus GST

Take advantage of our special, early bird pricing...

The attendance fee for the programme is **\$2475**
plus GST per person and covers:

- ✓ Pre-session preparatory materials.
- ✓ Two-day interactive workshop.
- ✓ Lunch on both days, morning coffee on both days and refreshments during all breaks.
- ✓ Business development manual with more than 100 pages of marketing resources and step-by-step directions.
- ✓ Bi-weekly follow-up webinar and Q & A sessions.

Payment must be received at least 10 days prior to the programme in which you are registering to qualify for early bird pricing..

Phone: 416-977-5402. Places are limited. Your reservation will be confirmed before the course.

Visit www.oomphgroup.com/bizdev4designers