

# RAINMAKING FOR WOMEN

Specific steps women attorneys can take to develop new business and strategies for making the time to achieve their marketing goals.



Eva Wisnik  
President

Eva Wisnik is the former Director of Recruitment and Training for Schulte Roth & Zabel and Cadwalader, Wickersham & Taft. After 10 years as a recruitment professional, Eva founded a training and placement firm for the legal community. Since starting her business in 1996, she has conducted more than 600 training programs for law firms nationwide, including 74 of the AmLaw 100 firms.

This interactive workshop provides participants with:

- ✓ A personal marketing plan for 2011 that will provide daily structure for initiating and maintaining professional relationships
- ✓ The best places to meet business contacts and how to maximize these opportunities
- ✓ An understanding of how to achieve professional visibility through writing, teaching, speaking, and leading
- ✓ A process for identifying and creating a target list of clients and referrals
- ✓ Specific steps for maintaining client relationships and tips for transforming contacts into clients
- ✓ Methods to cross-sell more effectively
- ✓ Time management strategies that will create time each day for business development activities



Our goal is to help  
you achieve your

# goals