

RAINMAKING FOR WOMEN

This session will focus on specific steps women attorneys can take to develop new business and strategies for making the time to achieve their marketing goals.

This interactive workshop provides participants with:

- A personal marketing plan 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 internal and external 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.

*Eva Wisnik is the author of **Your Fairy Job Mentor's Secrets for Success** and the former Director of Recruitment and Training for Schulte Roth & Zabel and Cadwalader, Wickersham & Taft. Since starting her business in 1996, she has conducted more than 800 training programs for more than 120 law firms nationwide. She is certified in the Covey Time Management System and as a Health Coach through the Institute for Integrative Nutrition and holds an MBA from Fordham.*



To learn more, visit our website at www.wisnik.com, email ewisnik@wisnik.com or call **212.370.1010**



Since starting her business in 1996, **Eva Wisnik** has conducted training programs for more than 120 law firms nationwide.