

Marketers: Five Game Changing Biz Dev Techniques for Advising Your Attorney Clients

Jonathan R. Fitzgarra

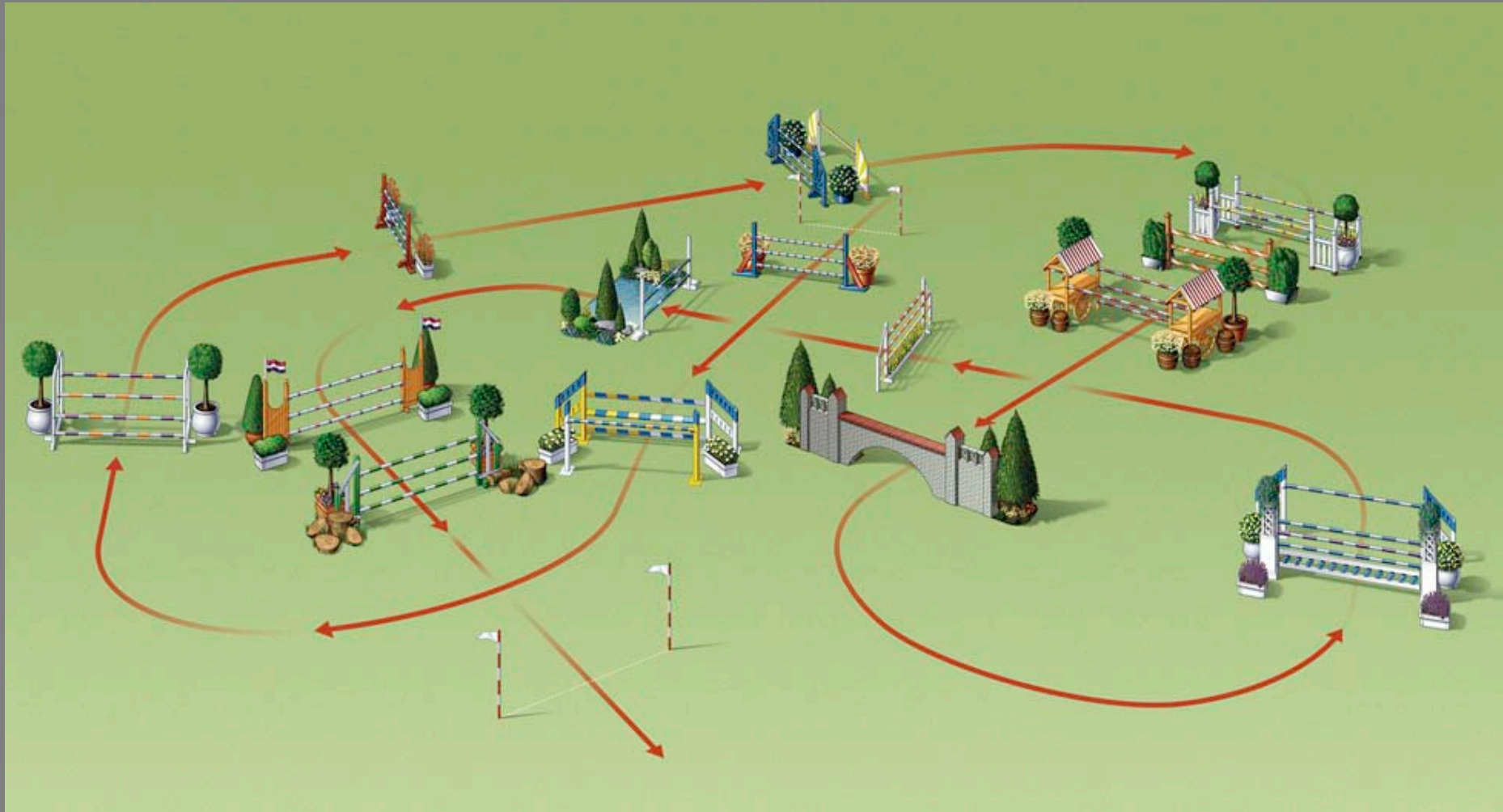
LexMundi

March 3, 2021

Horse Jumping



Gambler's Choice



What's **your** course for 2021?



Strategy #1

**Just
ask!**

Strategy #2



The 15 People Concept

Clients



Prospects



Investors



Strategy #3

394th Judicial District Court

Recording of this hearing or live stream
is prohibited.

Violation may constitute contempt of
court and result in a fine of up to \$500
and a jail term of up to 180 days.

394th Judicial District Court

Jerry L. Phillips

H. Gibbs Bauer

rod ponton

zoom

Scorecard



Video Scorecard

Attorney Name: _____

For the elements below, give the attorney a score between 1 (bad) and 5 (excellent).

| Element | Score | | | | |
|--|-------|---|---|---|---|
| Background | 1 | 2 | 3 | 4 | 5 |
| Lighting | 1 | 2 | 3 | 4 | 5 |
| Video clarity | 1 | 2 | 3 | 4 | 5 |
| Audio clarity | 1 | 2 | 3 | 4 | 5 |
| Camera level and position (front of face at eye level) | 1 | 2 | 3 | 4 | 5 |
| Attentive; not distracted; no multi-tasking | 1 | 2 | 3 | 4 | 5 |
| Professional attire | 1 | 2 | 3 | 4 | 5 |
| Promptness | 1 | 2 | 3 | 4 | 5 |
| Conversational; asking good questions; no over talking | 1 | 2 | 3 | 4 | 5 |
| Total | | | | | |



Strategy #4



Strategy #5



Remember...

YOU **can't** BUILD
A REPUTATION ON
WHAT YOU **are**
going to DO.

Henry Ford



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