



“Marketing Yourself”

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One of a series of papers featuring highlights from presentations made during a recent David Carrie LLC seminar “How to be a Rainmaker.” This paper summarizes key points addressed.

Be Positive

- > Negativity does not sell - don't disparage competition
- > What goes around comes around
- > Say nice things about your firm and your partners

Be Confident

- > Develop your Expertise
- > Communication Training

Raise Your Profile

- > Speak
- > Write
- > Network
- > Join
- > Get out of your office!
- > Don't talk about it - Just Do It!

If You've Got It - Flaunt It!

- > Internal Publicity
- > External Publicity

Branding

- > Become known in specific area
- > Don't take work which would dilute brand
- > Use press to raise brand profile

Your Partners Can Be Good Sources of Business

- > Make friends
- > Ask for introductions

Be prepared and make the most of your opportunities

The squeaky wheel gets the grease

- > Get yourself in the game.



Sell Your Partners

- > Create good will for your firm
- > Charity/Pro Bono Work

Invite clients to be participants in firm sponsored events and activities

Take Care of your Clients

- > Personally
- > Professionally

Have Faith

- > Don't get discouraged
- > If you build it, they will come