

Rainmakers Academy: Branding Outside Of The Office

May 19, 2018

Knowing Your Market to Build Your Brand

Understanding your clients' needs and your market are important to building your brand within the community. Lawyers are symbols of trust and becoming a leader within your community is important to becoming a rainmaker in 2018. The Rainmakers Academy will provide insight in alternative ways to create a long-lasting "brand" within your community.

9:30am-10:00am Arrival, Meet and Greet, IceBreaker

Topics/Ice Breakers will be given at each session to encourage participants to interact before the session starts.

10:15-12:15pm Build The Trust: the Rest Will Follow

Time	Topic	Speaker
10:00-10:30	Being Active in Bar Associations A high percentage of lawyers still get most of their business through referrals from other lawyers. We all benefit from consulting with colleagues about thorny issues or just to avoid "reinventing the wheel." Bar associations provide ample opportunities for building relationships with and learning from other lawyers through meetings, CLE seminars, committees and events.	Sheena Benjamin-Wise, Esq. <i>Benjamin-Wise Creary, PLLC</i>
10:35-11:10	Joining Non-Legal Associations and/or Groups While advertising can be cost prohibitive for small and solo practitioners, publicity is free! Joining local bar associations, chambers of commerce and/or other relevant organizations, and to actively network with the other members of those organizations, exchanging business cards and following up with new contacts as much as possible creates additional income.	Hilary Creary, Esq. <i>Benjamin-Wise Creary, PLLC</i> Olanike Adebayo, Esq. <i>Olanika Adebayo, P.A.</i>
11:15-12:00	Technology in Digital Age: Online Domination Technology trends allow solo and small firm attorneys to access more information less expensively, to create and join communities of attorneys, and to collaborate within these communities in a way that is similar to having the networking and support that attorneys enjoy in large firms. Understanding and changing with technology will allow for "rainmaking" in this century.	Tania Williams, Esq. <i>The Williams Law Firm, PA</i> Alfreda Coward, Esq. <i>Coward & Coward, PA</i>

12:00-1:00 pm SNACK – LIGHT LUNCH

1:00-2:30pm Rainmakers Roundtable

Time	Topic	Speaker
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<p>12:00-12:40</p>	<p>Finding Time to Fit It All In & How to Sustain Your Law Practice</p> <p>How do solo-practitioners create balance when everything in their practice depends on their ability to do the work? Work-life balance has become the buzzword for even the most workaholic lawyer. Every attorney wants to achieve some balance between their personal life and professional obligations. There are some tactics solo attorneys can use to create a good work-life balance and still thrive in their practice.</p>	<p>Tarleasha Smith, Esq. <i>T.W. Smith Law Group, LLC</i></p> <p>Gaila Anderson, P.A. <i>Anderson Laaw Group, P.A.</i></p>
<p>12:45-1:15</p>	<p>Creating That Avvo Profile</p> <hr/> <p>Presenting Your Plan To Make It Rain</p> <hr/> <p>Group Discussion: Ways To Develop Your Practice</p>	