



*Presents*

# **Rainmaking Rendezvous: Unveiling the Secrets of Practice Development in Law**

March 21, 2024  
1:00 pm – 2:00 pm

Presenters:           Devjani Mishra, Esq,  
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# Kick-Off Carnival: Opening and Introduction

# Audience Questions

- Do you have a strategic plan for Practice Development? If so, what have you been doing?
- Are you at Solo firms or bigger law firms where you have marketing groups?

# The Practice Development Puzzle: Understanding the Basics

- Define practice development in the context of the legal industry.
- Common misconceptions in practice development ("It's not just schmoozing at cocktail parties!"). There's actually strategy and intent behind it.
- Evolution of practice development and its current importance.

# The Practice Development Puzzle: Understanding the Basics (cont'd)

## 1. From Traditional to Strategic:

- The shift from reliance on personal networks and word-of-mouth to strategic, multifaceted approaches.
- \*\*\*Note the influence of digital marketing and technology in transforming practice development.

# Audience Questions

- Before today, have you actively thought about how online presence can affect your professional growth? Yes or No
- Do you use Social Media in your marketing efforts? If so, how?
- How are you leveraging LinkedIn?
- How are you tracking your current and past clients?
- In what ways are you using ChatGPT or an AI?

# The Practice Development Puzzle: Understanding the Basics (cont'd)

## 2. Embracing Digital Tools:

- The role of digital platforms like LinkedIn and CRM systems in modern practice development.
- The increasing importance of online presence and targeted marketing.

# Audience Questions

- Before today, have you actively thought about how online presence can affect your professional growth? Yes or No
- Do you believe that building trust and friendship forms the foundation of lasting client relationships? Yes or No
- Have you actively engaged in activities outside professional needs to strengthen client relationships? Yes or No.



# The Practice Development Puzzle: Understanding the Basics (cont'd)

## 3. Meeting Today's Market Demands:

- Competitive legal market & changing client expectations in the digital age.
- Blend of relationship building, online networking, and brand awareness in current strategies.

# Key challenges and opportunities in practice development

## Challenges:

Client Acquisition in a Digital Era: Navigating the complexities of digital marketing and online presence to attract clients.

1. Differentiation in a Competitive Market: Standing out in an increasingly crowded legal landscape.
2. Adapting to Changing Client Expectations: Keeping pace with clients who are more informed and tech-savvy.
3. Balancing Billable Hours with Business Development: Finding time for practice development activities alongside demanding legal work.

# Key challenges and opportunities in practice development (cont'd)

## Opportunities:

1. Technological Advancements: Leveraging tools like CRM software, social media, and data analytics for efficient client outreach and service customization.
2. Building a Personal Brand: Utilizing platforms like LinkedIn to establish thought leadership and expertise.
3. Networking and Referrals: Capitalizing on your networks and client referrals, which remain a potent source of new business.
4. Niche Specialization: Exploring niche areas of law to attract specific client groups and reduce competition.

# Client Connection Quest: Strategies for Building Trust and Friendship in Relationships

1. **Genuine Interactions:** Encourage authentic, open communication. Show genuine interest in clients' personal and professional well-being, not just their legal issues.
2. **Consistent Personal Engagement:** Regularly reach out to clients beyond professional needs. This can include checking in during important personal milestones or offering support during challenging times.
3. **Shared Experiences:** Invite clients to informal gatherings or events that align with their interests. This can help strengthen relationships outside the professional realm.
4. **Active Listening:** Practice active listening during interactions. Show empathy and understanding, validating their concerns and viewpoints.
5. **Transparency and Honesty:** Be transparent about legal processes and decisions. Honesty in communication builds trust and respect.

## Client Connection Quest: Strategies for Building Trust and Friendship in Relationships (cont'd)

6. **Personalized Appreciation:** Show appreciation in ways that are meaningful to the individual client, like personalized notes, small tokens of appreciation, or recognizing achievements.
7. **Community Involvement:** Engage in community events or causes important to your clients. This demonstrates shared values and commitment to the community.
8. **Flexibility in Service:** Be accommodating to clients' schedules and preferences, showing that you value their time and individual needs.

# Audience Questions

- Do you consider LinkedIn an essential tool for your professional networking and practice development? Yes or No.
- Have you optimized your LinkedIn profile to reflect your professional brand and expertise? Yes or No.

# LinkedIn Leveraging Lab: Maximizing Professional Networks

- LinkedIn can be a powerful tool for lawyers.
- Optimizing LinkedIn profiles for maximum impact.
- Strategies for engaging with content, joining relevant groups, and expanding professional networks.

# Network Nurturing Nuggets: Actionable Takeaways for the Coming Week

- Simple, yet effective, networking actions for the upcoming week.
- Daily LinkedIn activities like connecting with new professionals, engaging with posts, or sharing an article.
- Conference Guide (See article from Above the Law attached)
- Setting specific & achievable goals.



# Audience Questions

- Based on our discussion, do you feel prepared to take at least one action next week to enhance your networking or practice development? Yes or No.

## Q & A

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# Contact Information



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# Appendix: Articles

Note: We will send the articles with the presentation or the hyperlinks are below:

1. [Rising to Partner: Navigating the New Landscape with Style and Savvy](#)
2. [A Lawyer's Journey To LinkedIn Mastery](#)
3. [Unlocking Client Loyalty: The Art Of Being Indispensable](#)
4. [How You Can Turn Your Hobbies Into Networking Gold](#)
5. Conquering Conferences: Less Awkward School Dance, More Savvy Networking