

Most Popular Posts from April 2011

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • May 5, 2011 • [Printer-friendly](#)

Top 5 Legal Marketing and Business Development Posts from Last Month



Rainmaking, business development, and good law practice management were hot topics among readers in April. There's no doubt about it - readers of Top Lawyer Coach are serious about honing their skills and building their practice.

Here's a look at some of those articles that ranked the highest in April.

1. [How to Keep Staff Engaged](#)

Your employees should not only be engaged in their work, but also committed to the firm's mission.

2. [Legal Billing Dos and Don'ts](#)

If your time and expenses are your main sources of revenue, you don't want to take chances with your livelihood. Here's a list of dos and don'ts to help maximize your billing method.

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



3. Embracing Change: 5 Facts About Law Firm Innovation

Desperate times call for innovative measures! Change is not only key for successful growth, but also for sustaining in tumultuous times.

4. Perfect Your Elevator Speech: Tips and Strategies

Here's a list of goals and strategies to help you craft your elevator speech - and make it memorable.

5. Email Marketing: Make Your Campaign Memorable

As a legal professional you want to stay top-of-mind with your clients – and make your way into their long-term memory.

Do you have any questions about legal marketing?

Email them to [Top Lawyer Coach!](#)

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com

