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## **TJ Reddick Bar Association Brings in Law Firm Marketing Specialist**

(Ft. Lauderdale, FL) – (October 14, 2010) – Dozens of lawyers are opening up their own practices each week. Some do it voluntarily while others are forced to do it as a result of losing their jobs. Each year, hundreds of lawyers are opening up law practices without knowing how to attract, retain, and manage clients.

With the spread of these lawyerpreneurs throughout the country, the need for business development consultants is on the rise. Attorneys are seeking these consultants to learn new ways of differentiating themselves, positioning themselves as experts in their legal field, leveraging their current network, and connecting with their target demographic through the internet.

The TJ Reddick Bar Association of Broward County, Florida has called in business development consultant and lawyerpreneur specialist, Sonia Gallagher, Esq. from Time for Life, LLC, as a special guest on their panel titled: Strategies for Building a Successful Solo Practice or Small Firm.

*"I'm really excited to see legal associations are stepping forward to realize the needs of lawyers who see themselves as entrepreneurs. To survive in the legal industry today, you've got to know how to develop business and attract clients. That, along with differentiating yourself from the competition, positioning yourself as an expert, and learning how to connect with potential clients are the elements that will separate the lawyers that thrive in this economy from those that don't. Lawyers don't learn how to use the internet as the powerful tool that it is. Law school doesn't teach you this, nor does it teach you the essentials that you need to succeed as a law firm owner. It's up to the lawyers individually to seek the guidance and support from others who have walked in their shoes as lawyers themselves. The TJ Reddick Bar realizes this. My hope is that more legal associations will realize the need for business development knowledge and offer the needed information to their members." Says Gallagher.*



According to Gallagher, whether lawyers establish a law firm or start a business outside of the law, her clients quickly realize that the key to getting ahead is to leverage the equity that you can get maximizing your marketing efforts and using the internet as the powerful marketing tool that it is.

For more information on Sonia Gallagher's business development consulting or to schedule a complimentary consultation, visit her firm's site at [www.TimeForLifeNow.com](http://www.TimeForLifeNow.com)

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