

## Hot Opportunities to Grow a Labor & Employment Law Practice

**By Larry Bodine**, a business development advisor with a nationwide practice. He has helped 250+ law firms generate new revenue by devising strategies, conducting business development retreats and individually coaching attorneys. He can be reached at [www.LarryBodine.com](http://www.LarryBodine.com) and 630.942.0977.



Labor and employment law claims are the most numerous types of litigation cases pending in the US, according to Fulbright & Jaworski Litigation Trends research.

This practice area has become red-hot because the EEOC is on the warpath against employers. The agency is aggressively bringing actions alleging systemic discrimination -- mainly pay and promotion claims by female employees.

Join employment law Partner Elise Vasquez, Esq. and me as we describe how employment lawyers can build a clientele in this thriving practice area. Attendees will learn **where the business is, what kind of claims are being filed, which business development techniques work**, and which are a waste of time.



Elise Vasquez

- Program details are at <http://bit.ly/gUdPeJ>
- Date: March 31, 2011 at 1PM

Unemployment has been the main driver of new legal work for employment attorneys since the recession started in October 2008. The bad economy has created litigation as people fail to find new jobs. There are 6.4 million long-term unemployed (27+ weeks) and 4 million discouraged job seekers. This is a huge source of clients for plaintiff lawyers.

A key difference in today's economy is that there is no longer a stigma attached to suing a past employer. Before the recession, an employee would be very reluctant to sue an employer for fear of never getting a job again. But as the options run out for the unemployed, they are turning to the courts for compensation.

Individuals filed 100,000 EEOC cases in 2010 – a record that is up 20% from 2007. “Discrimination continues to be a substantial problem for too many job seekers and workers,” according to an EEOC press release.

The webinar “Hot Opportunities to Grow a Labor & Employment Law Practice” will examine effective ways to generate referrals, land more clients, and get more business from existing clients in the upcoming year. Elise Vasquez, a partner in the Redwood City, CA, law firm of Ropers Majeski Kohn & Bentley, multiplied her billings, using the methods she will describe.

In only 60 minutes you will learn the techniques that labor and employment lawyers are

finding most effective, such as targeting specific industries, getting key recommendations, beefing up your bio, and inspecting client premises.

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