

Marketing Myth Busting: Keys to Sustained Revenue Growth

ALFA International Managing Partners Meeting

July 11, 2025

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We Are Builden Partners



A comprehensive, well-executed marketing strategy is key to a more profitable firm.

- 10+ years of marketing strategy exclusively for law firms
- Clients range from premier boutiques to the AmLaw 20
- Process-driven approach to raising firms' profiles
- Business development + marketing + training solutions



We Are Builden Partners



Spark Legal Marketing Master Class

- Training course designed for early legal marketing professionals
- Teach the principles, skills and strategies that drive success in law firm marketing and business development
- Gain hands-on experience through workshops and individualized coaching



Our Team



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Founder



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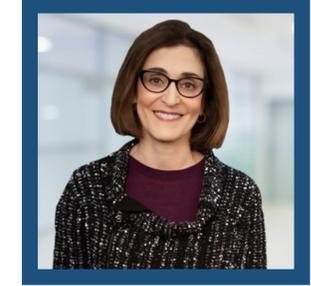
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Agenda

- Why aren't your lawyers bringing in more business?
- Marketing vs business development
- Your options as firm leaders
- Creating a business development process culture
- Maximizing ROI from events and sponsorships
- Marketing myths vs reality



**Why aren't your lawyers
bringing in more business?**



My lawyers are not bringing in more business because:

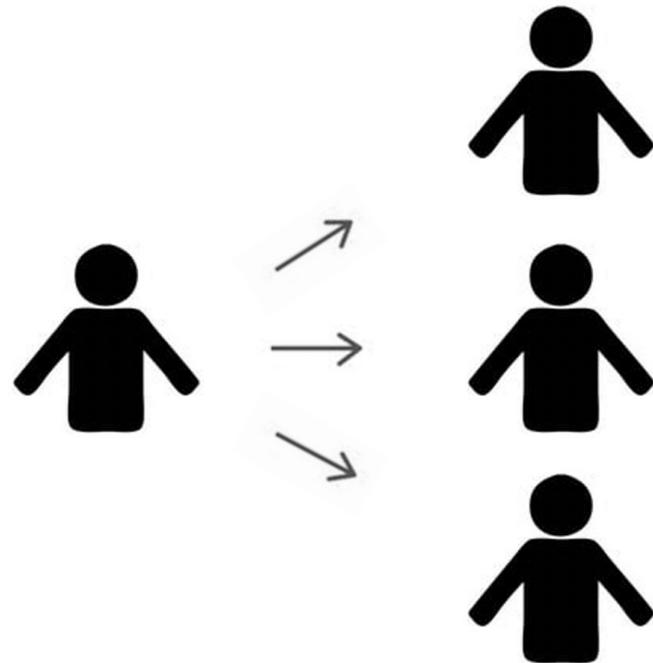
- Don't know they are supposed to be doing it
- Too busy
- Don't feel like it
- Don't know how
- Too scared
- No immediate gratification
- Random acts of marketing are more fun than a BD process
- No carrots or sticks
- Isn't this the marketing department's job?



Myth #1: Marketing and Business Development are the Same



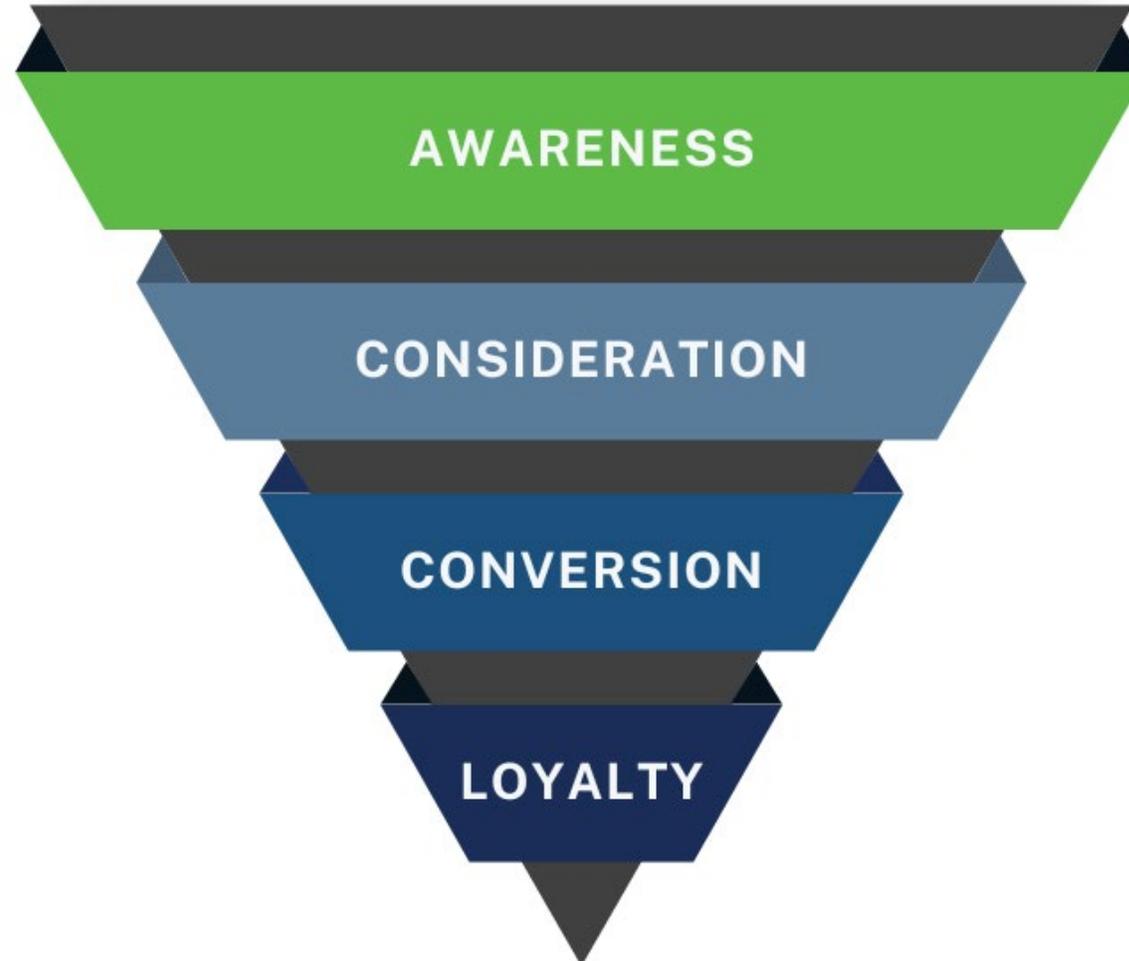
Marketing: One to Many



Business Development: One to One



The Path to Client Loyalty*



Myth #2

Business Development is a Skill...not a Habit



Managing Partner Options for Increasing Revenue

Option

Stay the course and hope that something will change.

Double down on the fact that you are the best business development driver in your firm.

Teach younger attorneys how to develop business and incentivize them to do it.

Downside

Nothing will change.

This means giving the legal work to someone else.

This involves creating a process and holding people accountable... all the time.

This is also boring.



Myth #3:
The way to get more business is to
(INSERT MOST RECENT IDEA HERE)



Myth #4: Building a Business Development Process Culture is Complicated



How to Create a Business Development Process Culture

1. Teach your attorneys how to develop business
2. Hold them accountable



Teach Them to Develop Business

1. Build a network of individuals who might give or refer work
2. Reach out to them regularly to ask about their pain points
3. Listen to the answers + ask thoughtful follow-up questions
4. Add value by suggesting resources
 - Including your firm's guidance if applicable
5. Inquire about that issue and additional issues at a later date
6. Repeat



Hold them Accountable with a Process

1. Set SMART goals

Activity vs achievement goals

2. Document the action items
3. Build habits through monthly check-ins where first item on the list is reviewing the action items
4. Carrot or stick
5. Determine in advance what happens when it doesn't work

If it's boring, it's working!



Two Types of SMART Goals

Activity Oriented

- Good for those early in the process
- Means to an achievement
- Breaks goals into the smallest pieces

*I will run for 30 minutes 5 days a week.
I will have 10 coffees with people in my network in the next 90 days.*

Achievement Oriented

- Good for those with a strong base
- Clear outcome is set
- Often builds on activity-based goals

*I will run a 5K in under 27 minutes.
I will bring in \$10K worth of business in the next 90 days.*



Create a Business Development Cohort Pilot

1. Identify 6-8 attorneys who have business development potential
2. Coalition of the willing
3. Create an accountability group with SMART goals
4. Meet with them regularly and hold them accountable



**Myth #5:
We are Maximizing
ROI from Events and Sponsorships**



Maximize Event ROI

- Negotiating sponsorships
 - Secure speaking roles
 - Panels = best opportunity to shine
 - Access to attendee list in advance
- Develop accountability framework for attendees
 - Who are their targets?
 - Are you on a committee?
 - Will you come back with 5 additions to firm email list?
 - 50/50 split?
- Model the right BD behaviors



Before the Event: Prep, Prep + Prep

- Review attendance list for targets:
 - Prospects
 - Existing clients of the firm
 - Legacy vendors who can make connections
 - Make a plan with your colleagues
- Schedule meetings - so many that sessions are an afterthought
- Make baseball cards
- Update your digital presence
- Where are your business cards?
- Use LinkedIn to promote your sessions + see who is coming



The Main Event: Meet the Most People

- Chat up the speakers BEFORE the program
- If the session isn't good, network elsewhere
- Talk up the solos
- Get in line for the bar...again
- Maximum of two items on your plate
- Treat meals like a progressive
- Establish a next step
- Have an exit strategy



Follow Up or Don't Go in the First Place

- Email the good people you met to keep conversation going
- Deliver on those next steps
- Strike out on baseball cards? Email them anyway
- Add to firm mailing list
- Connect on LinkedIn



Firm-Owned Events: What to Do in Advance

**This is not a
marketing event – it is a
Business Development
event**

- Review/update the invitation list FOR REAL
- Send personal invitations to clients + prospects
- Review the RSVP list and follow up FOR REAL
- Your target can't make it?
 - Set up alternate in-person meeting



Firm-Owned Events: What to Do During

- If someone is standing alone – fix it
- Do not talk to your colleagues
- Make connections for clients + targets
- Establish next steps



Firm-Owned Events: What to Do the Next Day

- Did you talk to them?
 - No: Wish we could have talked.
 - Schedule a call/Zoom/coffee
 - Yes: Wish we could have talked more.
 - Schedule a call/Zoom/coffee
- Don't know if they were there?
 - I missed you at the event
 - Schedule a call/Zoom/coffee



Myth #1:

Marketing and Business Development are the Same

Reality:

Marketing is awareness.

**One-on-one business development
closes the deal.**



Myth #2

Business Development is a Skill not a Habit

Reality:

Successful business developers consistently do what others only occasionally do.



Myth #3:
The way to get more business is to
(INSERT MOST RECENT IDEA HERE)

Reality:
Make business development process
your shiny thing.



**Myth #4:
Building a Business Development
Process Culture is Complicated**

Reality: It's Just Boring

- 1) Teach attorneys how to develop business.**
- 2) Hold them accountable.**



**Myth #5:
We are Maximizing
ROI from Events and Sponsorships**

**Reality:
If you are not going to follow up,
don't go in the first place.**



**Myth #6:
My Lawyers Are Not Bringing in
More Business Because
(Fill in the Blank)**



**Myth #6:
My Lawyers Are Not Bringing in
More Business Because (Fill in the Blank)**

Reality:

**My lawyers are not bringing in
more business because... We have not built
a business development
process culture...YET.**



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