

EHMunnell

Gaining the Competitive Edge The EHMunnell Social Media Boot Camp

Social media is a critical component of client development and business generation in the modern law firm.

The EHMunnell Social Media Boot Camp offers every lawyer the practical client development advice and social media know-how essential to a competitive online presence and a thriving practice.

Boot camp participants will learn:

- To build a strategic, professional, online presence
- How to use Twitter, LinkedIn and other internet tools to deliver value to clients and prospects and stay “top of mind”
- An efficient system for monitoring news and commentary and enhancing both work product and client service
- From Online to In Person: The art of modern networking.

What will participants get from the boot camp?

- A comprehensive relationship building strategy for a selected key client or prospect
- The tools with which to implement the online component of that strategy, including market-ready social media profiles



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The EHMunnell Social Media Boot Camp:

- A ninety-minute hands-on workshop
- A strategic business development plan, anchored by social media and other relationship building tools
- A Competitive Edge

Pre-Work:

Before the workshop, every participating lawyer will set up a Twitter account, create a few short “follow” lists and build a basic Hootsuite platform. Clear, simple instructions, as well as some advanced tips, will be provided.

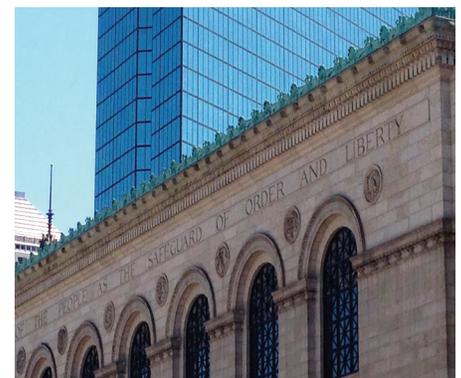
Each participant will have the option of completing an online questionnaire describing his or her practice and professional network and providing a descriptive “A-List” of three top clients, prospects and/or other key contacts, all for review and analysis by the workshop leader.

The workshop materials include several short articles on social media best practices.

Workshop:

The workshop begins with a discussion of the nuts & bolts of LinkedIn, Twitter and other search, follow & store platforms, the advantages of news “curation”, blogging and other content marketing, and the prodigious power of these tools when used for client development, business generation and relationship building.

The workshop leader will then help the Participants evaluate their online “brands” and apply what they have learned. Lawyers who have completed the questionnaire will design a social media anchored relationship-building strategy for a key client or prospect.



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Workshops 2014

Betsy Munnell is a law firm consultant and business development coach. She founded **EHMunnell** in 2009, after 25 years as a partner, rainmaker and noted deal lawyer at Edwards Angell Palmer & Dodge (now Edwards Wildman & Palmer).

Betsy has a high profile online presence, especially among law professors, lawyers and other legal professionals. She is very active on Twitter and LinkedIn, offers advice on **EHMunnell**'s Facebook page, and blogs on [*The Uncommon Sense*](#), where she is among the profession's more vocal advocates for financial literacy and practical skills training for law students and associates. At a time when information is plentiful but personal access to clients and contacts is so rare, Betsy's coaching program includes hands on training in the use of social media and other internet tools to design and execute business development strategies and to, of equal importance, to enhance the quality of their billable legal work and business advice.

A native of New York City, Betsy lives in Cambridge, Massachusetts, with her husband and three daughters. She received both her B.A and her J.D. from Harvard University and serves as Visiting Advisor in the Harvard Law School Office of Career Services.

Betsy has also consulted to The Fullbridge Program, a coaching intensive XBA business education program for law firm associates.



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