

BARBARA S. KAPLAN, BSK STRATEGIES

Barbara works with lawyers and law firms to help them grow and scale their practices, increase revenue, and build a pipeline of new clients who fit the profile of their ideal client.

LEARN HOW TO FISH – FOR THE RIGHT FISH.

Barbara's work is customized to fit the individual talents, skills, strengths, accomplishments and goals of her clients. Here are examples of business development topics she covers:

- Maximizing LinkedIn/Creating a robust profile/Establishing thought-leadership
- Growing, cultivating and leveraging your network
- Personal branding – standing out in a virtual business world
- Identifying your ideal client
- Establishing a referral source program
- Enhancing your message by using body language to your advantage
- Firing your Inner Critic/Conquering Imposter Syndrome
- Building business as an introvert; building business as an extrovert
- Honing your presentation skills
- Using strategic storytelling to be relatable and memorable
- Asking the right questions to establish like, credibility and trust
- Offering a remarkable customer journey

SEE WHAT OTHERS HAVE TO SAY.

"Barbara is able to command a room full of lawyers and have them approach business development through real, actionable tasks. She also excels in developing individualized programs, coaching individuals, and holding them accountable."

— Michele Madera, Esq., Klasko Immigration Law Partners

"I often said that the law firms Barbara worked with were lucky to get someone so truly passionate about law firm marketing and helping lawyers succeed. I observed as the business development function became a source of talent, knowledge and experience that helped the firm compete for and earn new work from existing and new clients."

— David Freeman, J.D., National Law Journal Hall of Fame Business Development Coach

"Barbara will take you out of your comfort zone to achieve goals you never thought imaginable. She has a confidence in you that exceeds the confidence you have in yourself."

— Christina M. Reger, Esq., Employment Counseling and Compliance Attorney; Sexual Harassment Trainer; Speaker; Author



PERSONAL BRANDING

Are you the CEO of the brand, "Me, Inc.?"

Discovering what sets you apart is essential to the development of your personal brand.

You need to personify a brand that is memorable, enables you to stand out, establishes your uniqueness and resonates with your target audience. Every. Single. Time.

Do you stand tall with confidence and conviction? Are you earning the respect, recognition, fulfillment, acknowledgment and dollars you deserve for your accomplishments?

If not, let's talk.



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"LAWYERS, IS YOUR BRAND YOUR BFF?"

Columbia Law School chose [this article](#) for their electronic course material on law firm marketing.