

BARBARA S. KAPLAN, BSK STRATEGIES

Lawyers and law firms hire Barbara to show them how to 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:

- LinkedIn Mastery: crafting an impactful profile & becoming a thought leader
- Network Power Play: expanding, nurturing & leveraging your connections
- Virtual Brilliance: personal branding to stand out in an online business world
- Strategies for identifying & attracting your ideal client
- Creating your own robust referral system
- Enhancing your message with persuasive body language
- Confidence Unleashed: overcoming imposter syndrome
- Leveraging storytelling to connect & stand out
- Applying best-in-class techniques for building "know-like-trust"
- Optimizing every step in the customer experience

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.

Are you attracting your ideal clients, future-proofing your practice for growth and success and earning the respect and recognition you deserve?

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.