



future marketing today
considered solutions



Essential principles to empower young professionals for success.

RAINMAKERS IN THE MAKING:

EMPOWERING THE NEXT GENERATION OF LEGAL LEADERS

Ignite Growth,
Ignite Success:
Learn at Our
Workshop!

Developing the future leaders of your organization.

Register by emailing nicole@futuremarketingtoday.com

For additional inquiries, WhatsApp us at 083 234 9883

From Practitioner to Professional: Building Your Brand and Business from Day One

Duration:

4 Hours (including a short break)

Target Audience:

Junior professionals (0–5 years PQE), associates, early-stage specialists

Session 1: The Business of Law is Still a Business

Overview

Objective: Introduce the importance of business development in a professional career.

- The evolution of client expectations
- Why personal marketing and relationship building matter
- Shifting from “technician” to “value creator”
- Case studies of attorneys who started early

Interactive Component:

Poll or brief roundtable: “What’s your biggest hesitation or blind spot around business development?”





Overview

Session 2: Building Your Professional Profile

Objective: Teach participants how to intentionally shape their visibility, credibility, and value in the marketplace.

- Defining your niche and value proposition
- Creating a compelling LinkedIn presence
- Thought leadership: what it is and how to start
- Low-lift content creation ideas (articles, posts, comments)
- Being seen in the right rooms: networking online and offline

Practical Exercise:

Audit and update your LinkedIn headline, summary, and skills. Peer review in pairs.

Session 3: Relationship Building & Referral Network Foundations

Objective: Empower participants to take proactive steps in growing meaningful connections and referral relationships.

- The hidden power of early-career contacts
- How to reconnect and maintain professional relationships
- Turning conversations into collaborations
- Referral etiquette and ethical considerations

Interactive Component:

Relationship mapping exercise – identify and categorize 10 current contacts and brainstorm outreach actions.

Overview

Session 4: Taking Ownership of Your Growth

Overview

Objective: Instill a mindset of accountability and long-term planning in business development.

- Setting micro-goals for BD (weekly, monthly, quarterly)
- Tracking and measuring progress
- Internal visibility within your firm
- Making the case for mentorship or external BD coaching

Tools Provided:

- BD Goal-Setting Template
- Monthly Visibility Tracker (content, meetings, outreach)
- Personal BD Action Plan: 30-60-90 Day Strategy

This workshop is just the starting point—implementation is where the real transformation happens. Partner with Future Marketing Today to turn insight into impact.

Post-Workshop Follow-Up

- 30-day accountability check-in (email or live call)
- Optional coaching session with a BD expert

Investing in the next generation of professionals starts with equipping them to think beyond the billable hour. This workshop is a practical, high-impact opportunity for junior attorneys to develop essential business development and marketing skills early in their careers. By attending, they'll gain the confidence, tools, and strategic mindset needed to start building their professional profiles, nurturing meaningful networks, and contributing to your firm's long-term growth. Senior leaders who empower their juniors in this way not only future-proof their teams, but also help cultivate the rainmakers and relationship-builders of tomorrow.