

TURN YOUR LAWYERS' LINKEDIN PROFILES INTO A CLIENT ACQUISITION CHANNEL

A proposal for the LinkedIn BD Accelerator Workshop Series



1.3B

REGISTERED MEMBERS



310M

MONTHLY ACTIVE USERS



4/5

MEMBERS DRIVE BUSINESS DECISIONS



65M

SENIOR DECISION-MAKERS ACTIVE NOW

Your buyers are already there, already researching, and already forming an opinion before a single call is booked.

A THREE-PART, PRACTICAL WORKSHOP SERIES

1



PROFILE

Build a profile that positions you as the obvious choice.

- ✓ Craft a client-focused headline and About section
- ✓ Showcase expertise with case examples and outcomes
- ✓ Add credibility with featured content and recommendations
- ✓ Optimize for search and visibility



POSTING

Create content that builds trust and starts conversations.

- ✓ Develop a content strategy that attracts your ideal clients
- ✓ Write posts that educate, engage, and differentiate
- ✓ Use formats that expand reach and drive engagement
- ✓ Turn insights into inbound opportunities



PROSPECTING

Proactively connect with the right people and open doors.

- ✓ Build and target ideal client and referral lists
- ✓ Use LinkedIn search and filters like a pro
- ✓ Engage before you connect to build familiarity
- ✓ Start conversations that lead to meetings

THE OUTCOME

A repeatable system that turns LinkedIn into a consistent source of visibility, relationships, and new business.



STRONGER PROFILES



MEANINGFUL ENGAGEMENT



QUALITY CONVERSATIONS



MORE CLIENT OPPORTUNITIES

PROGRAM DETAILS



FORMAT



WHO IT'S FOR



INCLUDES



INVESTMENT

Half-Day Workshop Intensive – with supporting resources

Lawyers and business development professionals at all levels

Templates, checklists and virtual support for delegates after the workshop

Custom pricing based on firm needs and participation



LET'S ACCELERATE YOUR GROWTH.

Your expertise deserves to be seen. Let's make it happen.

