

From Campus to Counsel: Marketing Advice for First-Year Attorneys

November 23, 2022



The *From Campus to Counsel Podcast* is designed to help law students and new attorneys as they navigate applying to and starting at a private practice law firm. Join us as we dive into the inner workings of on-campus recruiting, becoming an indispensable summer associate, and succeeding as

a new attorney.

New lawyers cannot ignore business development. Like plotting a journey across the ocean by rowboat, a lawyer's careful navigation in the early months of his or her career can determine where he or she ends up years later. Jack introduces the concept of climbing the client service mountain, and moving from task, to matter, to client. Ted explains the distinction between practice groups and industry groups, for both in-firm development and outside marketing specialization. The hosts also unpack the core importance of never walking past an old friend to greet a new friend, and the rule of thumb to be a member of just one local, one state, and one national attorney or industry group..

Presented By



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