

Now available —

QUICKSTART ONLINE COURSE

**A Key Onboarding
Tool for All New
Team Members**

RFP, M&A, TORT, CRM... OMG! The first few years of legal marketing can seem like a foreign language. Even worse, your new bosses probably have a completely different style of looking at things and explaining what they want compared with your previous professional environment. Life is just different in a law firm — from making sure your marketing resonates to ensuring your conversations with attorneys are productive.

The LMA QuickStart Online Course covers all 10 core competencies of legal marketing. These on-demand and fully interactive web-based sessions, each 50 minutes long, are classes that provide take-aways you can use immediately. Nationally recognized legal marketing experts, who have been exactly where you are at the beginning of their own career, provide expert advice for each competency. Find the answers you need to hit the ground running and refine the skills you already have. Learn how to:

- Properly communicate with attorneys
- Accurately read financials
- Understand individual marketing plans
- Get buy-in from your marketing partner to champion marketing efforts
- Find ways to make all marketing projects accountable and measurable

Take the series of 10 sessions whenever it's convenient for you: during lunch, before the workday begins, when you get home in the evening — whatever fits your schedule. You'll also receive 10 to 15 additional education hours through supplemental materials such as webinars replays and *Strategies* articles.

To ensure you're retaining these essential lessons, a quiz follows each competency. Once you successfully complete all 10 quizzes, you'll earn a certificate of completion. You'll also receive a bonus module — "Everything You Need to Know about Lawyers but Are Afraid to Ask" — that gives you real insights, everyday tips and tricks, and expert advice that will guide you through your journey in the legal marketing and business development profession.

Make LMA's QuickStart Online Course a key component of your firm's onboarding and training process.

Learn more and register today at www.legalmarketing.org/QuickStartOnline