

30-Minute Thursdays



Every two weeks, Ari Kaplan shares creative ideas for ways that students and professionals can distinguish themselves in the downturn and positively respond to the recovery. All 30-Minute Thursdays programs are presented live with the

option of on-demand audio by request. Each 1/2-hour session offers insights on engaging management, clients, prospects, employers and referral sources by:

- Mastering the Art of Effective Follow-Up
- Responding to Press Queries to Increase Your Chances of Being quoted in the Media
- Writing an Article in One Hour
- Increasing Your Google-Ability
- Focusing on Education
- Meeting Journalists in Different Cities
- Increasing Your Reach By Creating Information Products
- Remembering Milestones
- Polling Clients and Prospects
- Establishing and Maintaining a LinkedIn Group

Previous programs available for sample review:

- Five Easy Ways to Create Opportunities in a Down Market
- Five Ways to Use the Holiday Season to Raise Your Profile

30-day Money Back Guarantee

About Ari Kaplan



Ari Kaplan is the author of the Amazon bestseller *The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking and Business Development* (Thomson-West, 2008), which the New York Law Journal called "a must-have treasure box of marketing ideas." He practiced law with large firms in New York

City for nearly 9 years and has been recognized in The Wall Street Journal's Law Blog, the Houston Chronicle, the ABA Journal, Above the Law, the National Jurist, the Chicago Lawyer,

Impact

- "Great staying on contact ideas."
- "I truly enjoyed your webinar and look forward to putting your points to use."
- "The Thirty-Minute Thursday webinar idea is brilliant. I look forward to tuning in on a regular basis and implementing your suggestions!"
- "Normally, these types of programs just remind me of things I already know, but you provided ideas of which I had not heard previously. Thank you so much. I look forward to subsequent Thursdays."
- "The enthusiasm in your voice is energizing."

Subscriptions

Opportunity Package ★

- Large Firm: \$297/month for an unlimited number of professionals, including administrators and paralegals.
- Law School: \$187/month for an unlimited number of students, including alumni who graduated in the past 2 years.
- Small Firm/Organization: \$97/month for up to 25 professionals, including administrators and paralegals.
- Solo Practitioner/Individual: \$37/month

Opportunity On-Demand Package (includes on-demand audio access for 30-days) ★★

- Large Firm: \$497/month
- Law School: \$297/month
- Small Firm/Organization: \$197/month
- Solo Practitioner/Individual: \$97/month

Opportunity On-Call Package (includes on-demand audio access for 30-days and 30-minutes of follow-up coaching or group discussion for up to 5 individuals per month) ★★★

- Large Firm: \$697/month
- Law School: \$397/month
- Small Firm/Organization: \$297/month
- Solo Practitioner/Individual: \$197/month

the California Recorder, the Miami Herald, the New York Post and other publications.

As the principal of Ari Kaplan Advisors, he provides career guidance, ghostwriting and business development training. He has published over 150 articles, served as a legal commentator for CNET Radio and has been interviewed on CNN. He received Apex Awards in 2007 and 2008 for feature writing and was named a "Law Star" by LawCrossing.

