

The Successful Opportunity Maker

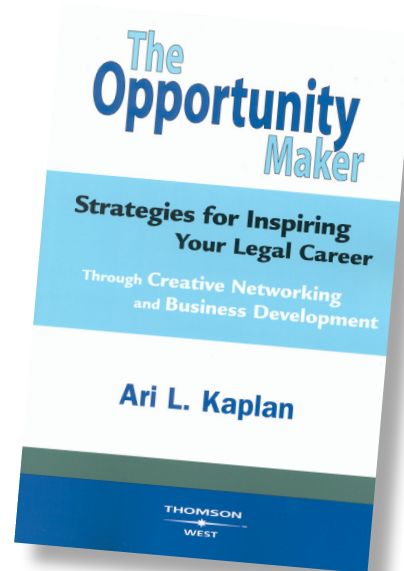
Customized Business Development Coaching

Why Become an Opportunity Maker?

Business development is much more of an art than a science. Those that successfully navigate the enigmatic process of client development are skilled practitioners, who understand that building relationships over the time and cultivating a reputation for excellence will yield long term success.

Thinking of others and becoming memorable are the hallmarks of creating opportunity.

This customized 15-week coaching program will teach participants how to harness the power of social networking, methods for using writing for business development, techniques for meeting key business prospects and genuine strategies for converting contacts into friends. Each week, there will be an exercise related to a theme in the program, such as following up, asking for advice or getting published. Individuals will have an opportunity to design the curriculum prior to the first session based on an assessment of their strengths and weaknesses.



Coaching Program Includes

- 30-minute live individual telephone consultation per week for 15 weeks
- Unlimited e-mail interaction
- Two 500-word publication-ready articles
- Weekly audio programs, including among others:
 - The Art of Asking for Advice
 - Getting Published
 - Standing Out in a Stagnant Economy
 - Becoming an Opportunity Maker
 - Seven Opportunity Blockers to Avoid
 - Converting Obstacles into Opportunity
- Fully recorded weekly coaching sessions for subsequent review and analysis
- 100-page eBook: *Getting Published for Business, Professional & Personal Development*
- *The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking & Business Development* (Thomson-West, 2008)
- Weekly tip sheets on opportunity making

About Ari Kaplan

Ari Kaplan is the author of *The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking and Business Development* (Thomson-West, 2008). As the principal of Ari Kaplan Advisors, Mr. Kaplan counsels professionals internationally on the art of getting published and dynamic networking. His in-house training programs, personal coaching and corporate writing projects communicate his methods.

Mr. Kaplan practiced law with large firms in New York City for nearly nine years and is a member of the Board of Editors for various publications. He has been interviewed on CNN and was named a "Law Star" by LawCrossing. He has published over 150 articles and is the recipient of a 2007 Apex Award recognizing his marketing article for Small Firm Business magazine, "How To Stand Out From a Crowd."