

## Successful Self-Promotion for Summer Associates

This 1 1/2-hour summer associate course teaches creative self-promotion, using themes from *The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking and Business Development*. It provides 2Ls with instructions for harnessing the power of organic relationship-building, community involvement and the generation of opportunities in law school that will bear fruit once they are licensed to practice.

The concept behind the course is that law students are uniquely positioned to engage in non-traditional business development activities that will set the foundation for rainmaking and leadership prowess when they arrive at the firm as first-year associates. It is not about retaining clients, but about establishing the basis on which to develop, grow, build and communicate with a sphere of influence.

To explain the concepts discussed, the course uses a unique and interactive trivia game. It emphasizes the ease with which many of the suggestions can be implemented and the tremendous impact that is possible.

The key message throughout this program is that the law is an exciting field. It highlights how your summer associates can find enjoyment, satisfaction and inspiration in their legal careers at your firm.

### Topics Include

- Developing Expertise
- Using Continuing Legal Education to Your Advantage
- Following Great Rainmakers and Their Techniques
- Creating an Authentic Mentoring Relationship
- Becoming a Storyteller
- Networking for Non-Networkers
- Blogging in Law School
- Studying the Media

### 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.



### The Impact

*"The class was very valuable. It was a reminder of the importance of networking and gave unique suggestions for initiating and maintaining contacts."*

**-Summer Associate,  
Wilson Sonsini Goodrich & Rosati (Palo Alto, CA)**

*"Kaplan outlines how to network and promote yourself in a way that advances your interests while respecting others and maintaining your integrity."*

**-Director of Career Services,  
Notre Dame Law School (Notre Dame, IN)**

*"Useful information, engaging presentation."*

**-Summer Associate,  
Shearman & Sterling LLP (New York, NY)**

*"His message seems to be, 'Start small and think big!' As he implies, the choice to take action is yours."*

**-LawCrossing (Pasadena, CA)**

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."