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Business Development 101

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Attorney Business Development 101
I met someone at a networking event. Now what?

1. What do the Ohio Rules of Professional Conduct say on Business Development?
 - Rule 7.1 through 7.5
 - Address marketing and advertising
2. Three different types of meetings.
 - With another Attorney
 - With a referral source (like a CPA)
 - Business owner/ General Counsel
3. Invite to coffee
4. Research the invitee
5. The meeting conversation
 - Developing a personal relationship
 - Learning about their business
 - Sharing about yourself
5. Concluding the meeting
6. Follow up