

Building Your Book of Business

List of San Diego Networking events<<http://www.thompsonsearch.com/newsletter/sdevents.htm>>

(Below Content Curated by Doug Lytle)

Your Guide to Develop Your Individual Marketing

Plan<<http://www.managingpartnerforum.org/tasks/sites/mpf/assets/image/MPF%20WHITE%20PAPER%20-%20Indiv%20Marketing%20Plans%20-%201-28-14.pdf>> (including a sample plan) by John Remsen.

Top 10 Marketing Tips for First and Second Year Associates<<http://documents.jdsupra.com/c459dc9b-5e24-4b42-bf36-9cce4cb7961b.pdf>>

Ten Golden Rules to Make Your New Client Happy<<http://documents.jdsupra.com/a489c9cd-f024-4d27-9b8c-87d4b68e041a.pdf>>

Seven Habits of Successful

Rainmakers<<http://www.managingpartnerforum.org/tasks/sites/mpf/assets/image/HoltzSevenHabits.pdf>>

From [AttorneyatWork.com](http://attorneyatwork.com)<<http://attorneyatwork.com>> (direct links to PDFs):

Build It! The Law Firm Associate's Guide to Business

Development<<https://www.attorneyatwork.com/wp-content/uploads/2016/02/Build-It-Law-Firm-Associates-Guide-to-Business-Development-Attorney-at-Work.pdf>>

101 Really Good Ideas<<https://www.attorneyatwork.com/wp-content/uploads/2012/05/AttorneyatWork-101ReallyGoodIdeas-5712.pdf>> (for You and Your Law Practice)

Really Good Marketing Ideas<https://www.attorneyatwork.com/wp-content/uploads/2013/01/ReallyGoodMarketingIdeas_AttnyatWorkEguide_011713.pdf>

40 Ways to Make Networking Work<<https://www.attorneyatwork.com/wp-content/uploads/2014/08/Tip-Sheet-40-Ways-to-Make-Networking-Work-Attorney-at-Work-0814.pdf>>

Connected - A Lawyer's Guide to Social Media Marketing<https://www.attorneyatwork.com/wp-content/uploads/2015/01/Connected-A-Lawyers-Guide-to-Social-Media-Marketing_012815.pdf>

Lawyer Marketing Collection<<https://www.attorneyatwork.com/wp-content/uploads/2011/12/AAW-MarketingCollection2011.pdf>>

the "Play to Win" article series by Sally J. Schmidt - <https://www.attorneyatwork.com/author/sally-j-schmidt/>

Free replay of webinar on Building Your Practice Through Blogging sponsored by MyCase at <http://www.mycase.com/blog/2016/08/webinar-recap-build-practice-blogging/>, links to the webinar slides on Slideshare (<http://www.slideshare.net/MyCaseSD/webinar-slides-build-your-practice-through-blogging>), and Parvin's free eBook on Blogging (<http://www.slideshare.net/cordar/blogging-and-social-media-ibook>).