

THE LAW FIRM OF THE FUTURE

## Content-Fueled Business Development: How Smaller and Midsize Firms Can Compete with BigLaw

by

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**MPF WEBINAR**

POWERED BY

**TheRemsenGroup**  
Smart Strategies for the Forward Thinking Law Firm

[TheRemsenGroup.com](http://TheRemsenGroup.com)

# The MPF Webinar Series



The MPF Webinar Series: Building the Law Firm of the Future  
**Content-Fueled Business Development:  
How Smaller and Midsize Firms Can Compete with BigLaw**  
An MPF Webinar with **John Helleman** and **Michael Zukewich**  
September 17, 2025 – 2:00-3:00pm ET



## Welcome



**Uri Gutfreund**  
Senior Vice President and Managing Principal, Ames & Gough



**John Remsen, Jr.**  
President and CEO, Managing Partner Forum  
President, TheRemsenGroup



# The MPF Webinar Series



## Today's Guest Speakers



### John Hellerman

President, Hellerman Communications LLC



### Michael Zukewich

Director of Business Development and Marketing  
Howard & Howard, PLLC

#### ABOUT US

Hellerman Communications is an award-winning corporate communications agency specializing in positioning professionals to win business and navigate crises. We help the world's most elite professionals, and their firms build and protect their most lucrative relationships.



# The MPF Webinar Series



## UPCOMING PROGRAMS IN 2025

- **MPF Webinar Series** – Third Wednesdays @ 2pm ET
- **The MPF Fall Symposium** – *Empowering Women* – October 7-8, 2025, in Chicago
- **The MPF Weekly** – Friday mornings
- **MPF Listserv** and Monthly **MPF Zoom Calls**
- MPF Website – [www.ManagingPartnerForum.org](http://www.ManagingPartnerForum.org)



## TODAY'S WEBINAR

### **Content-Fueled Business Development: How Smaller and Midsize Firms Can Compete with BigLaw**

- 90 Managing Partners and Law Firm Leaders
- Registrant Survey Results and Audience Polling Questions
- On-Demand Recording, Handout Materials
- Your Feedback on Today's Session



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**AUDIENCE POLLING QUESTION**

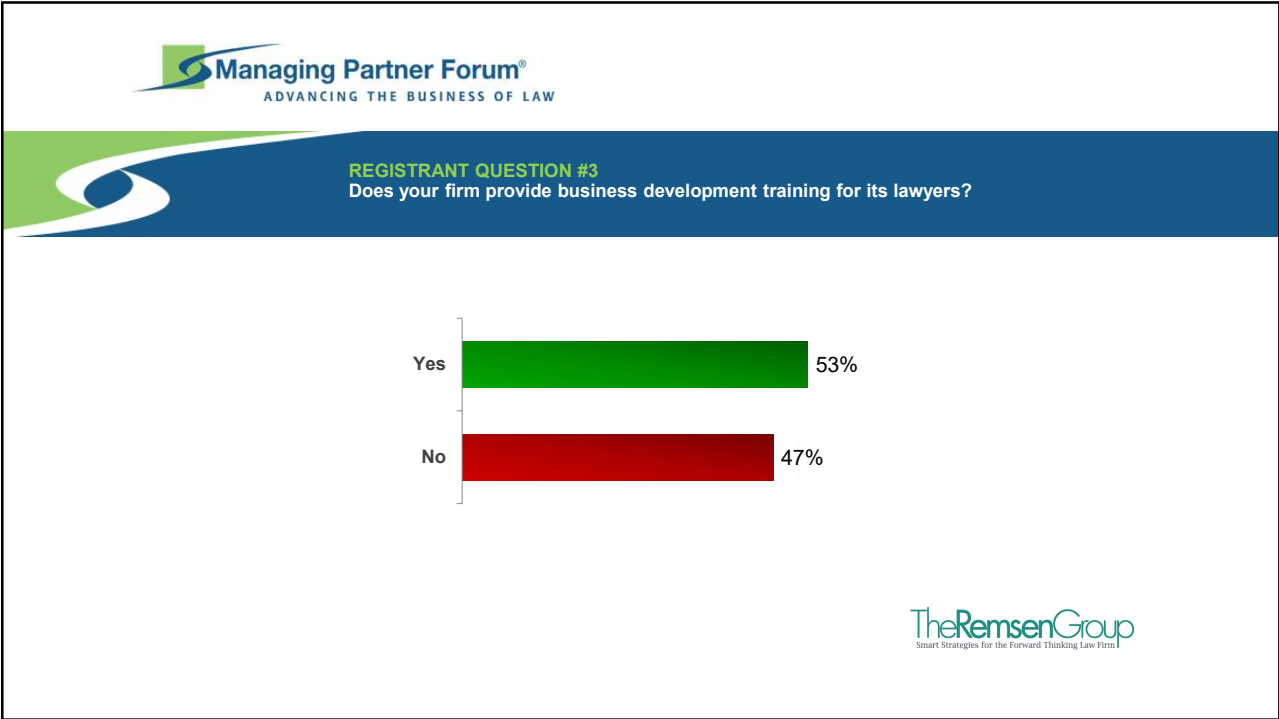
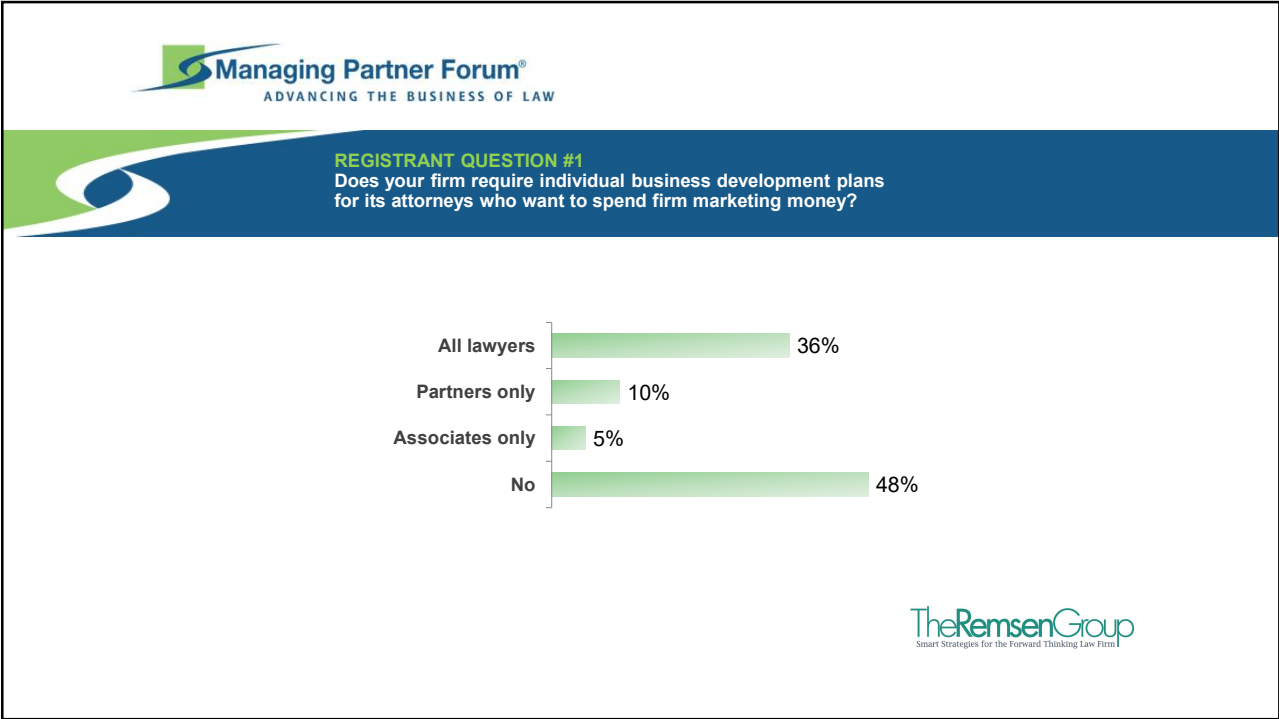
**How many lawyers are with your law firm?**

Percentage	Lawyer Count Range
21.74%	Less than 10 lawyers
17.39%	10-25 lawyers
26.09%	26-50 lawyers
34.78%	51-100 lawyers


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**REGISTRANT QUESTION #3**  
Does your firm measure and reward the time associates invest in marketing and business development activities?



Response	Percentage
Yes	51%
No	49%

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**AUDIENCE POLLING QUESTION**

**Does your firm have an in-house marketing or business development director?**

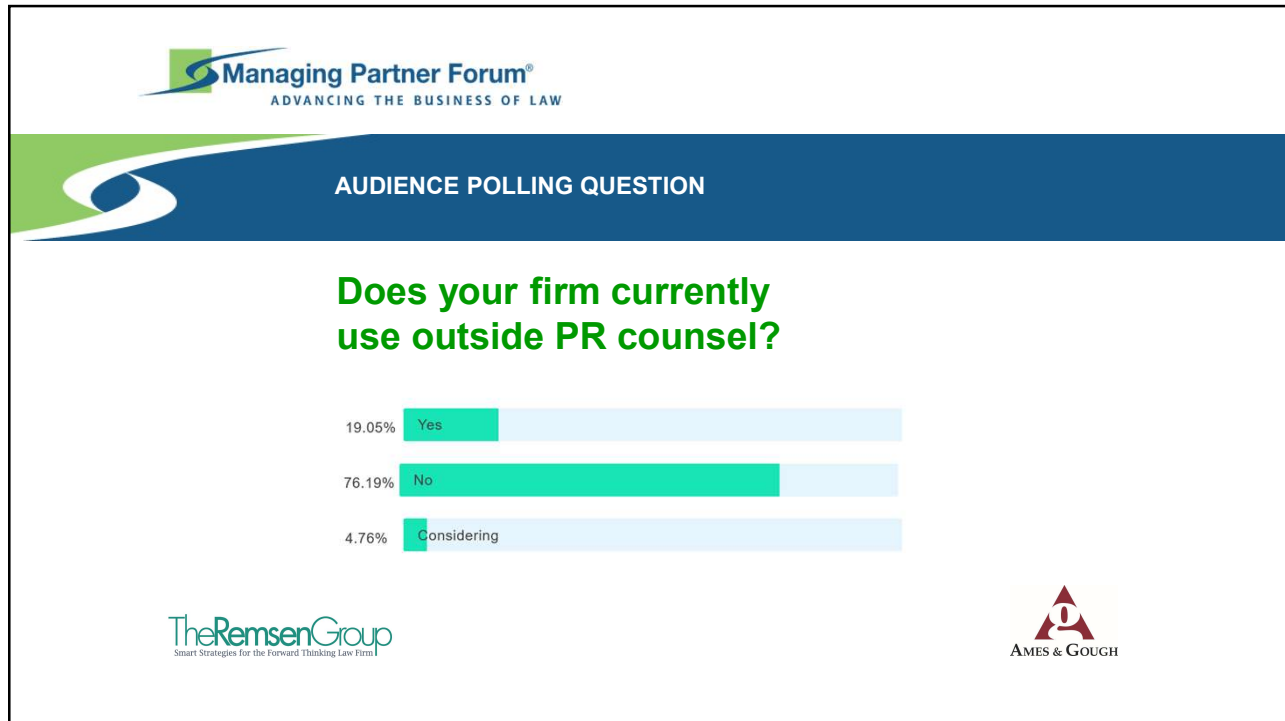


Response	Percentage
Yes	64%
No	36%

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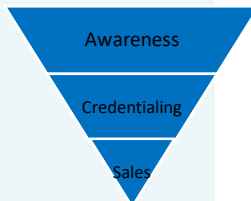
# Branding: Why is it important?



A professional firm becomes branded by the collective performance and reputation of its professionals earned over time.

***The more lawyers with credible reputations within the firm, the better for everyone at the firm.***

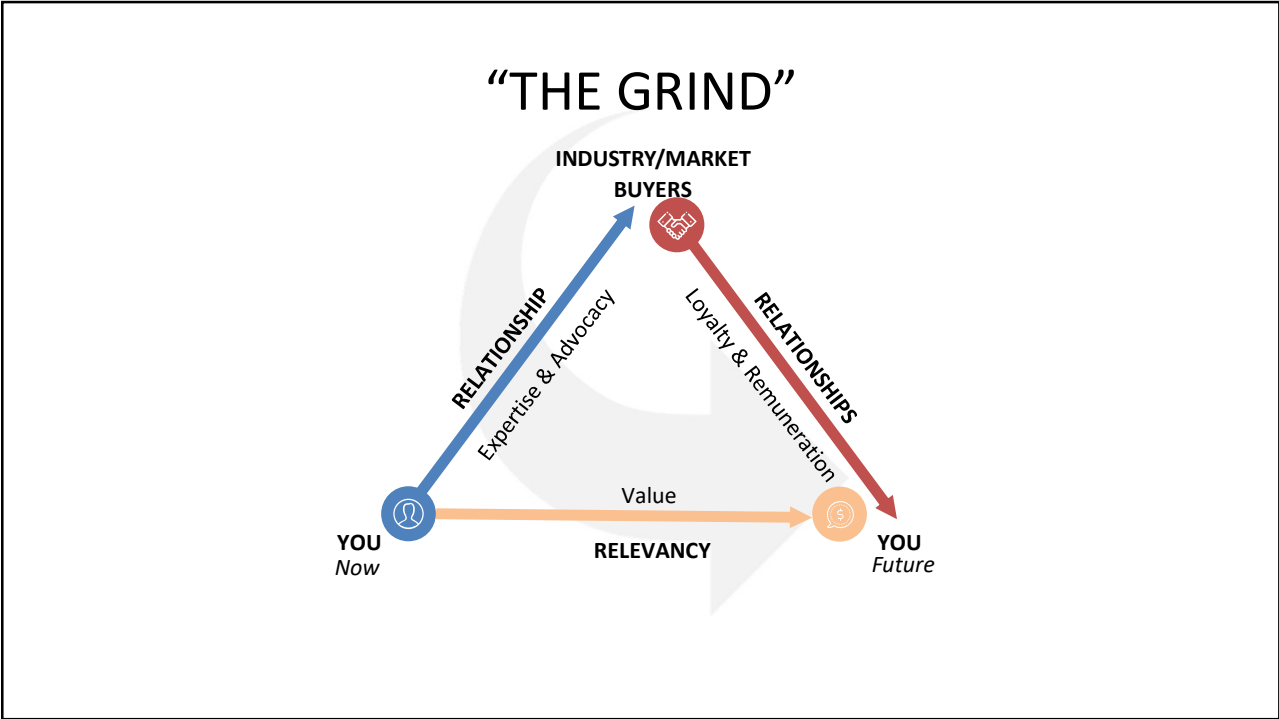
**SMART PR**  
SHARING MEDIA ABOUT RELEVANT  
TOPICS PRODUCES REVENUE




THE VALUE OF THOUGHT LEADERSHIP IS  
BEING THE SAFE BET

- Thought Leadership utilizes the credentialing effect of respected institutions to vouch for your partners' (and firm's) expertise.
- Creating a reputation for performance and expertise in a niche is important for business development and is greatly aided by thought leadership.
- The stature associated with thought leadership makes it easier to attract more interesting and valuable work, which makes it easier to attract and retain talent, which makes growth possible.

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**AUDIENCE POLLING QUESTION**

**What outcome does your firm most want PR to influence?**

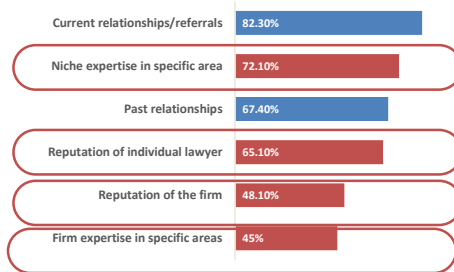
70%	New clients
15%	Recruiting laterals
15%	Reputation protection



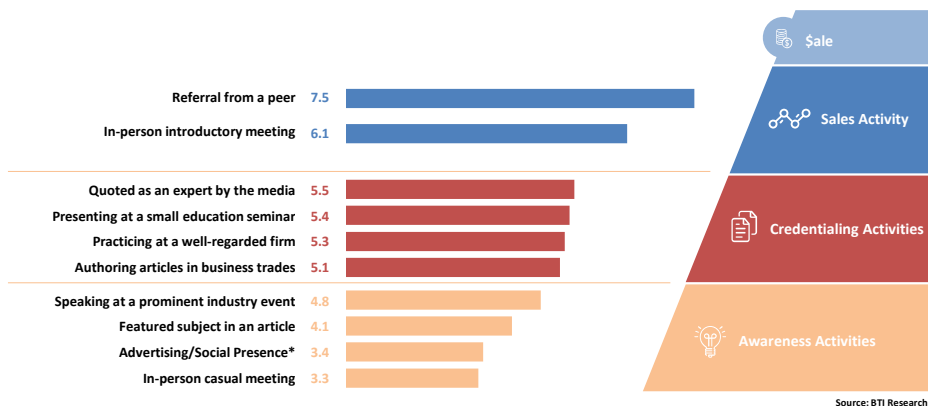
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## 6 Selection Criteria for Retaining Lawyers 4 are about Reputation & Expertise 2 are about Relationships

ACC STUDY



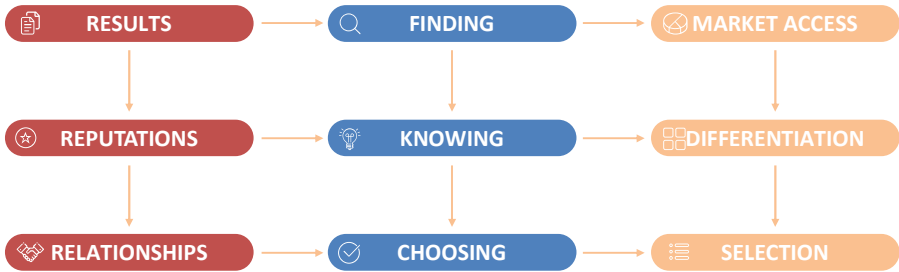
## Using PR vs Doing PR



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## The 3 R's to Winning Business

(Again & Again...)



## Content-Fueled Business Development



# Think in Campaigns



# Begin with the End in Mind: Know Your APP



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### Leverage Success



- **These aren't just nice placements.**  
They are **EXCUSES** to connect with people.



Use them as valuable selling tools that create, influence, and maintain lucrative relationships.

**Create only what is worth reprinting and sharing.**



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## MPF GUIDANCE TO FIRM LEADERS

- Require individual business development plans for lawyers spending firm money
- Provide business development training for your lawyers
- Appoint a partner in charge of marketing and business development
- Repurpose articles and speeches
- Use AI to generate marketing content



## REMINDERS

- **The MPF Fall Symposium** – October 7-8, 2025, in Chicago
- Next MPF Webinar – Mattern – October 15th @ 2:00pm ET
- On-Demand Recording, Handout Materials with Polling Results
- Your Feedback on Today's Session
- Recap by 9Sail



# The MPF Webinar Series



**WEBINAR RECAPS**

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**Thank You!**



**John Hellerman**  
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