

The Sharper Lawyer



Helping
Lawyers
Generate
More Fees

Cynthia Sharp, Esquire
Business Development Expert

FOR IMMEDIATE RELEASE

Attorneys Learn Business Development Skills

Philadelphia, February 2016 - How to Capture & Keep Clients, Second Addition: Marketing Strategies for Lawyers edited by Jennifer J. Rose and published by the American Bar Association is a “must read” for attorneys seeking innovative ways to attract high quality clients.

Cynthia Sharp, Director of Attorney Development at The Sharper Lawyer, a contributing author of the book, led a panel of experts in a lively discussion on marketing and business development at the ABA midyear meeting in San Diego. She was also recently featured in an ABA teleconference outlining significant points of Capture and Keep.

According to Editor, Jennifer J. Rose, Esquire “Sharp is a maverick in the legal marketing field and attorneys are fortunate to have access to her thought leadership.”

Check out www.thesharperlady.com for FREE resources for lawyers.

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