

Lawyers Preparing to Launch Your Own Boutique – Here’s a video you’ll want to see

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I received a call from a lawyer that is preparing to launch a new practice in the New York area and had some preliminary marketing and social media questions.



Robin Sparkman, the Executive Editor of American Lawyer , interviewed , and Charles Scibetta, of Chaffetz Lindsey, discuss leaving an Am Law 200 firm to launch their own firms.

This video contains some experiential guidance on how to launch a legal boutique.

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Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.