

## Getting Published for Business, Professional and Personal Development

Getting Published for Business, Professional and Personal Development is a 1 ½-hour lunchtime program that teaches lawyers and other professionals the mechanics of getting published, while providing practical guidance for navigating ethical and practice management concerns. The New York State Continuing Legal Education Board has formally approved it for ½-credit of ethics and The State Bar of Georgia Commission on Continuing Lawyer Competency has approved it for 1 ½-credits (including ½-credit of ethics).

Learn the techniques for using writing for business development. This presentation guides participants through the process of developing a story idea, conveying it to a magazine/newspaper, navigating institutional policies, working quickly while meeting client responsibilities, capitalizing on related opportunities (e.g., TV, radio, teaching, speaking), building a network and finding enjoyment in their pursuits, among other issues.

The course materials contain direct contact information for editors, as well as official submission guidelines and editorial calendars. Attendees can also take advantage of a personalized (opt-in) follow-up and tracking calendar online.

### Subjects Include:

- The Unusual Benefits of Getting Published
- Building Relationships Through Writing
- The Successful Pitch
- Publication Selection
- Navigating Law Firm Policies
- The Secrets to Writing Quickly
- Converting Legal Work into Popular Articles
- Ethically Responding to Readers
- Practice Management Pitfalls

### About Ari Kaplan

Ari Kaplan is the author of *The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking and Business Development* (Thomson-West, 2008). As the principal of Ari Kaplan Advisors, Mr. Kaplan counsels professionals internationally on the art of getting published and dynamic networking. His in-house training programs, personal coaching and corporate writing projects communicate his methods.

### The Impact

*"I thought your presentation today was great - both informative and compelling. I definitely plan to try and implement your suggestions."*

- **Partner, Foley & Lardner (Washington, D.C.)**

*"Ari was extremely engaging and enjoyable to listen to. He caught my attention and held it the whole time."*

- **Associate, Pepper Hamilton LLP (Philadelphia, PA)**

*"Thanks so much for a wonderful program. Your evaluations were fantastic. It was such a pleasure seeing you and experiencing your program. I am inspired!"*

- **Firmwide Director of Attorney Development  
Akin Gump Strauss Hauer & Feld LLP (New York, NY)**

*"You were incredibly energetic, engaging and exciting to listen to. I am eager for my employees to begin implementing your ideas about marketing and writing."*

- **Harrison Barnes, CEO, Juriscape (Los Angeles, CA)**

### Who is Getting Published?

- Shearman & Sterling LLP
- Akin Gump Strauss Hauer & Feld LLP
- Pepper Hamilton LLP
- Foley & Lardner LLP
- Waller Lansden Dortch & Davis LLP
- New York City Bar Association
- New York County Lawyers Association
- Maricopa County Bar Association
- Juriscape

Mr. Kaplan practiced law with large firms in New York City for nearly nine years and is a member of the Board of Editors for various publications. He has been interviewed on CNN and was named a "Law Star" by LawCrossing. He has published over 150 articles and is the recipient of a 2007 Apex Award recognizing his marketing article for Small Firm Business magazine, "How To Stand Out From a Crowd."