

## Stand Out in a Stagnant Economy

This one-hour workshop incorporates themes from *The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking and Business Development* (Thomson-West, 2008). It offers instructions for harnessing the power of building organic relationships, becoming involved in the community and generating opportunities to stand out that will bear fruit almost immediately.

Attendees will learn how to grow, build and communicate with a sphere of influence. They will also identify proven techniques for establishing a strong reputation, engaging in dynamic networking and honing their potential for business/career development.

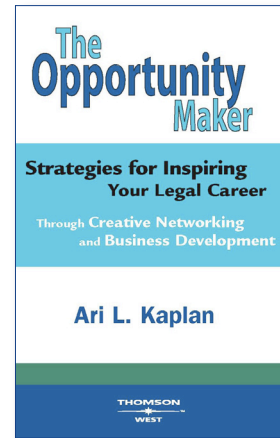
Using practical exercises, the course emphasizes the ease with which many of the suggestions can be implemented and the tremendous impact that is possible.

### Topics Include

- Specializing Soon
- Storytelling Strategies
- Powerful Publishing
- Rainmaker Review
- Panel Positioning
- Mentoring Mechanics
- Non-Networking
- Mealtime Moxy
- Comfortable Conversations
- Beneficial Blogging
- Media Messaging
- Choosing Charity

### About Ari Kaplan

Ari Kaplan is the author of the Amazon.com bestseller *The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking and Business Development* (Thomson-West, 2008), which the New York Law Journal called "a must-have treasure box of marketing ideas." He practiced law with large firms in New York City for nearly 9 years and has been recognized in the ABA Journal, Above the Law, the National Jurist, the Chicago Lawyer, the



Amazon.com  
Bestseller

### Impact of *The Opportunity Maker*

"Thank you so much for the incredible presentation. We felt extremely lucky to host you and have you share such valuable information with our students and alums."

- Misae Nishikura, Esq., Asst. Dean for Career Development  
University of Denver Sturm College of Law

"You were an amazing speaker."

- Joy Riddle, J.D. Candidate 2010, Phoenix School of Law

"I heard your presentation at the ILSL Conference and was inspired. Thank you!"

- Karin A. Roberts, Litigation Support Specialist  
Hall, Render, Killian, Heath & Lyman, P.C.

"Without having met you, I know I would not have taken the initiative to start certain projects. Thank you for the inspiration and insightful suggestions."

- Associate, Foley & Lardner

"We thought your presentation was great and we've already heard from a couple of the students how useful they found it as well."

- Beth Moeller, Assistant Dean for Career Services  
UCLA School of Law

California Recorder, the Miami Herald, the New York Post and other publications.

As the principal of Ari Kaplan Advisors, he provides career guidance and business development training. He has published over 150 articles, served as a legal commentator for CNET Radio and has been interviewed on CNN. He received Apex Awards in 2007 and 2008 for feature writing and was named a "Law Star" by LawCrossing.