

the naked lawyer



Chrissie Lightfoot,
Author

Managing Partner in association with The Entrepreneur Lawyer presents *the naked lawyer* – a complete strategy and skills toolkit for brand, career and business development – providing valuable lessons in how to:

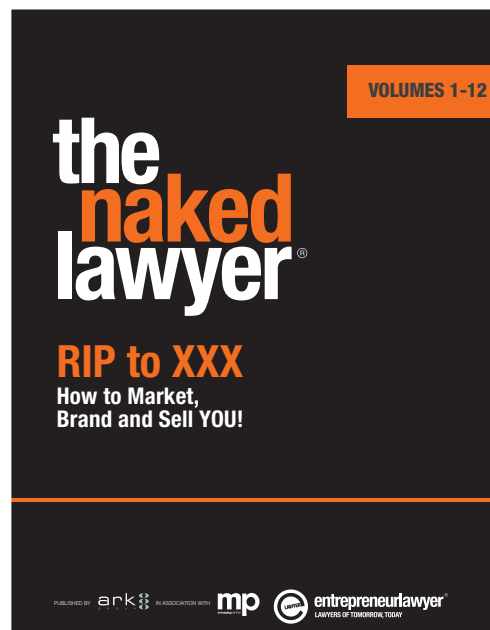
- Create a strategy and mindset for success;
- Devise an effective personal brand;
- Create a niche for yourself;
- Build and leverage your very own referral network;
- Use social media to build your brand, win business and enhance relationships with new and existing clients and referrers;
- Use a range of communication and behaviour techniques;
- Appreciate innovation, commercial savvy, business nous and the seduction of persuasion; and much much more...

Packed with examples, case studies and 'to do's' focusing on 10 key elements (with hundreds of proven successful steps, tips, hints and secrets) this inspirational book will show you how to get more clients, sales, referrals, income, value, growth and success.

PLUS, you can claim up to 48 hours of CPD Distance Learning simply by reading and taking action with *the naked lawyer* today.

"At last – great value CPD that means lawyers will learn something they need to know!"

– Stephen Mayson, Legal Services Institute



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