

Marsha Redmon

Founder & CEO at Marsha Redmon Communications

Washington, DC, US

Accomplished Lawyer and TV journalist helping lawyers retain clients and gain recognition through communications and business coaching

Biography

Marsha Redmon is a former practicing lawyer and television journalist who has been helping lawyers get the business and recognition they want through communications, business development and media interview workshops and coaching for the last 12 years. Marsha specializes in teaching lawyers and executives how to communicate most effectively with clients, the media and each other. Her expertise is in helping lawyers raise their profiles as Legal Thought Leaders so they can own their niche and attract more clients. Marsha's workshops and coaching include: presentation and public speaking skills, business development, media interview, webinar creation and coaching, and messaging workshops. As a former lawyer, she understands the concerns and special considerations important for lawyers who talk to the media. Marsha's experience spans broadcast news reporting, law and graduate level teaching. She was an award-winning consumer and investigative reporter on television. Her on-air news career spanned ten years in television in major markets. She also practiced law at Gibson, Dunn & Crutcher and Mazzarella Dunwoody. Marsha was a faculty member of the Robert H. Smith School of Business at the University of Maryland, where she taught Business Communications to MBA students full-time for two years. She has won the Legal Marketing Association's Your Honor Award for Training three times: In 2010 Marsha was on the team that won for a comprehensive business development curriculum for lawyers (with 25+ workshops). In 2008 she won for a communications training program that used video vignettes to demonstrate how lawyers should not present in business development settings. In 2007 she was on the team that won second place for a coordinated media campaign that brought in over \$1 million in new business. Marsha has authored numerous articles on using media interviews and presentations for business development as well as other business communication topics in: Legal Times; The Washington Business Journal; Strategies: The Journal of Legal Marketing; NALP Bulletin; Law.com; Of Counsel; and T & D, the American Society of Training & Development magazine. She is a magna cum laude graduate of the University of San Diego School of Law and a cum laude graduate of Wheaton College with a degree in Speech Communication.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

Industry Expertise

Business Services, Public Relations and Communications, Talent Management, Professional Training and Coaching, Training and Development, Corporate Training, Management Consulting, Legal Services, Advertising/Marketing

Areas of Expertise

Lawyer Media Training, Lawyer Business Development Training, Business Development Training for Women Lawyers, Legal Professional Development Curriculum

Sample Talks

Raising Your Profile to Get Business

This interactive workshop looks at how lawyers can successfully use public speaking, writing and media interviews to get new business. This overview of business development through profile raising explores in depth how the three activities can act as a catalyst to raise a lawyer's profile to become the "go to" lawyer for a particular business issue or specialty. We use case studies, demonstrations, checklists and interactive exercises to understand how profile raising works most effectively.

Let's Do Lunch ? Business Development Your Way

Sustainable business development happens when you can be genuine and authentic ? while stepping out of your comfort zone a little. We teach a realistic approach to business development for busy lawyers. In this practical session, you'll learn what you can do now for more effective, targeted business development that flows from your natural style. Using the example of a business lunch, find out what works and "what not to do" to get business.

Team Presenting ? How to Win RFPs and Pitches

This workshop focuses on what makes a presentation (or pitch) team "look" like a team and how to wow the audience (or decision makers) from the start. During the workshop we explore how to develop metaphors and illustrative stories that will drive home the most important points in a team's presentation or proposal ? for example ? the team's experience with similar legal work. Participants will engage in interactive exercises using realistic scenarios.

Public Speaking to Build Your Practice

Do you know the one sure fire way to turn public speaking into a business development opportunity? Can you grab the attention of an industry audience every time? In our Public Speaking for Lawyers workshop, lawyers will learn how to choose the right speaking opportunities, how to choose topics to get noticed and how to leverage speaking opportunities before and after speaking. Oh yes, we also cover how to give a great speech and enjoy it!

Education

Wheaton College

B.A. Speech Communications

University of San Diego School of Law

Juris Doctor Law

Accomplishments

Recipient - Your Honor Award for Training

Marsha has won the Legal Marketing Association's Your Honor Award for Training three times.

Owner & Founder - Marsha Redmon Communications

Marsha Redmon expertly guides lawyers in identifying and owning their legal niche to become recognized thought leaders. Marsha teaches a systematic way to own a legal niche -- through legal content marketing that establishes thought leadership and systems to leverage social media as a distribution platform as well as traditional media including speeches, media interviews, webinars and client seminars.

Co-Chair - Public Relations Committee

Marsha is the Co-Chair - Public Relations Committee of the National Association of Women Lawyers. The National Association of Women Lawyers (NAWL) is a national voluntary legal professional organization devoted to promoting the interests and progress of women lawyers and women's legal rights. NAWL supports and advances the interests of women in and under the law, and in so doing, supports and advances the social, political, and professional empowerment of women.

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