

# SALLY SCHMIDT

President, Schmidt Marketing, Inc.

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## SERVICES FOR LAW FIRMS

I help law firms and individual lawyers improve their relationships with existing clients and build their books of business through:

- Business Development Coaching
- Business Development & Client Service Training
- Marketing Assessments
- Marketing Staff Searches
- Practice Group, Niche & Industry Marketing
- Client Feedback Programs
- And More



## PIONEER

- First President, Legal Marketing Association (LMA)
- Inductee, inaugural class of College of Law Practice Management
- Inductee, inaugural class of LMA Hall of Fame
- *National Law Journal's* 50 Legal Business Trailblazers and Pioneers



## EDUCATION

- MBA, University of Minnesota, Marketing
- BS, University of Minnesota



## EXPERIENCE

- 1987 to present: President, Schmidt Marketing, Inc.
- 1984 to 1987: Director of Marketing, O'Connor & Hannan

## BY THE NUMBERS



2 Books authored



49 States worked in



250+ Presentations given



300+ Articles authored



450+ Law firm clients

## FAVORITE QUOTE

*"In the confrontation between the stream and the rock, the stream always wins, not through strength but by perseverance."*

— H. Jackson Brown Jr.

## PHILOSOPHY

As a former in-house law firm marketing director, I bring a very pragmatic approach to my engagements. I understand marketing theory but my hallmark is practical advice.

## SOCIAL MEDIA



[linkedin.com/in/sallyjschmidt](https://www.linkedin.com/in/sallyjschmidt)



[twitter.com/sallyschmidt](https://twitter.com/sallyschmidt)