

The passionate professional

Creating value, success, prosperity

by Linda Julian

This book is full of powerful business development ideas, insights, and techniques. Much more than just a reference work, ***The passionate professional*** presents smart business development choices, then calls readers to action.

The passionate professional is an easy read for busy people. Written in short, punchy, article-style, the book is perfect for five minutes with a cup of coffee, as well as an authoritative reference volume on just about everything related to business development for professionals.

The book is arranged into easily navigated chapters, like 'What clients want', 'Creating new clients', 'Practical business development tools and collateral' and 'Doing well in difficult times'.

Who will benefit from reading ***The passionate professional***?

- lawyers
- accountants and actuaries
- management consultants
- financial advisers
- investment bankers
- consulting engineers and architects
- technology consultants
- any professional who sells high-value expertise.

"... refreshingly short but punchy ideas for all professionals who are passionate about having an impact and making a difference." **Simon Tupman, Author, *Why Lawyers Should Eat Bananas***

"With her unique combination of practical know-how and proven methods, Linda helps her clients win new business while other firms pack their tents to go home. Linda's keen strategies – and ability to quickly identify and solve problems – has made her law marketing's shining star."

Trey Ryder, Lawyer Marketing Specialist, Arizona USA

"Highly recommended for any expert professional, but particularly any lawyer, who tends to struggle with the realities of marketing and selling." **Robyn Haydon, Principal Consultant, Winning Words and author of *The Shredder Test: the Australian guide to writing winning proposals***

"Thoughtful, pragmatic, practical, well researched. The distillation of years of experience of a practitioner who understands what makes successful law firms tick."

Greg Dwyer, Director – Practice Development, College of Law, NSW

"... valuable, practical guidance for any professional firm ... refreshingly clear and succinct."

Frank Maher, LegalRisk, UK

The passionate professional – creating value, success, prosperity - available now - only \$A35.00 + delivery.