Make It Rain: How To Develop Business Without Feeling Icky

Presented By: Samorn Selim, Creative Joy Director, Career Unicorns

Moderated By: Lexie Heinemann, Program Associate, ABA Career Center & Senior Lawyers Division

- Search and apply for more than 1,000 high-quality legal jobs nationwide
- Upload your resume for review by hundreds of potential employers
- Receive email alerts when new jobs are posted that meet your search criteria
- Or post a job if you have an open position to fill.
- Free monthly webinars offering career development and job search tips – also available on-demand!
  - Career Development Series
  - Career Choice Series

Moderator: Lexie Heinemann is the Program Associate for the ABA Career Center in addition to the ABA Senior Lawyers Division.
Presenter

- **Samorn Selim** is the Creative Joy Director of Career Unicorns. She has successfully worked with over 1,000 clients to effectively land dream jobs, be promoted to leadership positions, and develop a book of business.
- She was formerly the Director of Employer Outreach and Associate Director for Private Sector Counseling and Programs at Berkeley Law, an attorney at Manatt, Phelps & Phillips, and an extern to the Honorable Edward M. Chen.
- Samorn received her B.A. with High Honors in Social Welfare and Legal Studies with a minor in Education and J.D. from the University of California, Berkeley.
- Samorn is committed to and involved in diversity, inclusion, and belonging. She is a featured speaker at Google, Autodesk, Wilson Sonsini, Paul Hastings, UC Office of the President, NALP and other organizations on hot topics including: managing cultural code-switching, supporting first-generation professionals, sponsoring women of color, and developing leadership skills.

Program Agenda

- Mission of Career Unicorns to help people spark joy in their careers.
- Definition of business development.
- Underlying fears.
- Overcoming underlying fears.
- Business development plan.
- Strategies to immediately implement plan.
- Advice to younger self.
- Q&A.

Mission of Career Unicorns

- Help people and organizations spark joy.
- Find efficient strategies for faster success.
- Take immediate action.
- Stay consistent even when it’s tough.
Definition of Business Development

• What does business development mean to you?

• How is business development different from marketing?

Underlying Fears

• Rejection

• Feel sleazy/icky/too pushy

• Don’t know how to get started

Overcoming Underlying Fears

• Mindset

• Get organized

• Get resources

• Have an action plan

• Execute
Business Development Plan

• 3 month goal exercise
• Pick one goal from exercise
• One goal exercise

Strategies to Implement Immediately

• Choose 3 things from one goal exercise
• Decide how to implement immediately
• Calendar dates to GISHYDO (the art of getting your s**t done)

Advice to Younger Self

• Get started now.
• If you fail, try again.
• Let go of the haters and being liked.
• Asking for help is not a sign of weakness.
• Find mentors, sponsors, coaches.
Stay in Touch

- Connect with and/or write a recommendation for Samorn Selim on LinkedIn (https://www.linkedin.com/in/samornselim/).
- samorn@CareerUnicorns.com

Questions?

Upcoming Programs

- I failed the bar exam. Now what?
  Monday, December 17, 2018 | 1-2 PM ET
- Jump Start Your Career in 2019: Turn Your Passion Into Action
  Friday, January 11, 2019 | 1-2 PM ET
- Building Your Personal Brand Using LinkedIn and Other Social Media Platforms
  Friday, March 8, 2019 | 1-2 PM ET
Upcoming Programs

• **Trademark Law**, 1/18/19 | 1:00 PM ET
• **Cybersecurity Law**, 2/1/19 | 1:00 PM ET
• **Environmental Law**, 2/22/19 | 1:00 PM ET

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**LET'S CONNECT!**

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- Bob Young, English, Lucas Priest and Owsley, LLP, Bowling Green, KY

Check out [https://www.americanbar.org/careercenter/Leadership/](https://www.americanbar.org/careercenter/Leadership/) to meet the Career Center Board.

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