

Why Does Your Firm Need Media Training?

- Dramatically increase your billable hours when your clients need you most,
- Save hundreds of thousands of dollars a year - for you and your clients - on costly and ineffective PR firms,
- Get the media coverage you want and need,
- Attract new clients and increase invaluable (and billable) face time with existing clients,
- And Receive MCLE Credits.

What Else Can Media Training Do?

- Ensure that every staff member who encounters the media—from the receptionist to the spokesperson—knows EXACTLY what to say and do when the media calls,
- Protect your clients from costly litigation that arises in times of crisis,
- Create a new firm practice area that differentiates you from the competition,
- Increase your firm's positive exposure by becoming the media's "go-to expert" on legal issues,
- Reap millions of dollars of free publicity a year for you and your clients.

About INSIDER MEDIA CONSULTING

We founded our company because, as nationally renowned journalists and media insiders, we continually see a flawed system where attorneys shell out tens of thousands of dollars to overpriced public relations “experts” while their clients are unnecessarily battered in the media.

We figured out a better way.

The Premise Behind Insider Media Consulting

Our entertaining and innovative media-training seminars—offered at a fraction of the cost of similar sessions run by public relations “experts”—provide you the tools to create and implement media strategies for your clients that are effective, allow you to bill more hours, dramatically reduce public relations costs, and receive MCLE credits in the process.

Bill More Hours

Our media training seminars provide you with an additional core competency that most attorneys haven’t thought to develop: the ability to create media strategies for your clients. Despite what the public relations “experts” will tell you, there’s no mystery to dealing with the media or shaping your clients’ message. We can show you the basics in just a few hours.

*In the end, who knows what’s best for your client?
You, or a public relations firm?*

Cut High PR Costs

Once you take control of media strategies for your clients, you can stop paying the high retainers from public relations firms that deliver few tangible benefits except for a large monthly bill. And those public relations services you still need – like the writing of a press release – can be done for a reasonable cost on a piece by piece basis.

Get Better Media Coverage

By forming and owning your own media strategies, you’ll see better media coverage for you and your clients. We’ve been journalists and media insiders for more than 20 years. We know how the system works, including new media such as bloggers, Facebook and Twitter. We’ll give you the information you need to harness the power of the media, get in front of stories, generate priceless free publicity, and be ready for a crisis.

Receive MCLE Credits

Our media-training seminars are approved by the state bar for MCLE credits. You’ll receive 1 credit for the “Understanding the Media Beast in 60 Minutes” introductory workshop (for this seminar, we’ll come to your firm at lunchtime and train up to 10 people at a time). And you’ll receive 3 credits for each of our advanced seminars, “Taming the Media Beast I” and “Taming the Media Beast II.”

Getting Started

To give you a taste of what we offer (and designed as a morale booster for your firm), we’ve designed the lunchtime seminar, **“Understanding the Media Beast in 60 Minutes,” an informational and entertaining seminar** we can hold in your conference room for up to 10 people at a time. From there, you can take our two advanced seminars, which culminate in mock interviews and press conferences.

For More Information

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