

## Ward and Smith to Host ABA Program in Wilmington

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August 21, 2017

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**EVENT UPDATE:** *This event is scheduled for Monday, September 25. [Click here to register.](#)*

**EVENT UPDATE:** Due to Hurricane Irma forecast, this event is postponed. A new date will be announced at a later time.

Environmental attorney Amy Wang will lead a workshop on Niche Marketing: How to Identify and Target Your Ideal Clients. The event is being held in partnership with the American Bar Association's Women Rainmakers Committee and will take place on Monday, September 25 at the Wilmington office of Ward and Smith, P.A. For additional information and registration, visit the event website.

Are paying clients beating down your door? Can you identify your ideal target market? How would your perfect potential client know that you exist and where to find you? If you need assistance identifying and targeting your ideal clients, this program is for you!

During this workshop, we will explore the power of niche marketing—your ability to focus your marketing efforts on people and companies that are similar to your best clients. We'll discuss why niche marketing works, how to choose the most appropriate niche (or two) for you, and what steps to take to reach those ideal clients. Lawyers at every career stage will walk away with time-tested business development tactics to put into action immediately.

The program is free to all attendees, ABA and non-ABA members alike, and hosted by local law firms in cities across the U.S. Come learn, share, and network with your peers in a friendly and welcoming setting!