



## Benesch invites you to attend a breakfast workshop for women attorneys. NICHE MARKETING: Why, How to, and Now What?

This free, 90-minute, interactive workshop will be moderated by women partners and a professional career advisor. It is intended for women attorneys at all levels. A national organization has arranged for this workshop to be held in over two dozen cities this spring. We hope you can join us here in Indy for a morning of professional development and networking!

Participants will learn:

- Why niche marketing works;
- How to choose a niche or two;
- How to better focus business development efforts; and
- How to identify resources to get more results.

**Thursday, May 2, 2013**

**Breakfast ..... 8:00 AM**

**Discussion..... 8:30 – 10:00 AM**

Benesch Friedlander Coplan & Aronoff  
One American Square  
24th Floor Benesch Conference Facility  
Indianapolis, IN 46282

Please RSVP to CINDY MURPHY at [cmurphy@beneschlaw.com](mailto:cmurphy@beneschlaw.com) or 317.685.6175 by Friday, April 26.

