The background of the slide features a collage of financial charts, including candlestick patterns and line graphs, overlaid with a semi-transparent yellow circle. The charts are rendered in a dark, monochromatic style with yellow highlights.

The Laws of Recession



The time to be in business is
when there is blood in the streets,
even if the blood is your own

- Baron Rothschild



“
When there is blood on the streets,
get into the business of caring

”
- Saleem Qureshi



As the recession
looms, starting
a law practice
can be a
profitable venture

The key driver of success
would be to have a well
calculated
go-to-market
strategy






A profitable
go-to-market
strategy would be
to launch a survey
that gauges
businesses'
preparedness to
deal with a
recession



A startup law firm's
competitive edge
would be to use the survey
findings, and create a
data driven model
that can pull in
new business



KEEP CALM AND
GROW A
MUSTACHE !

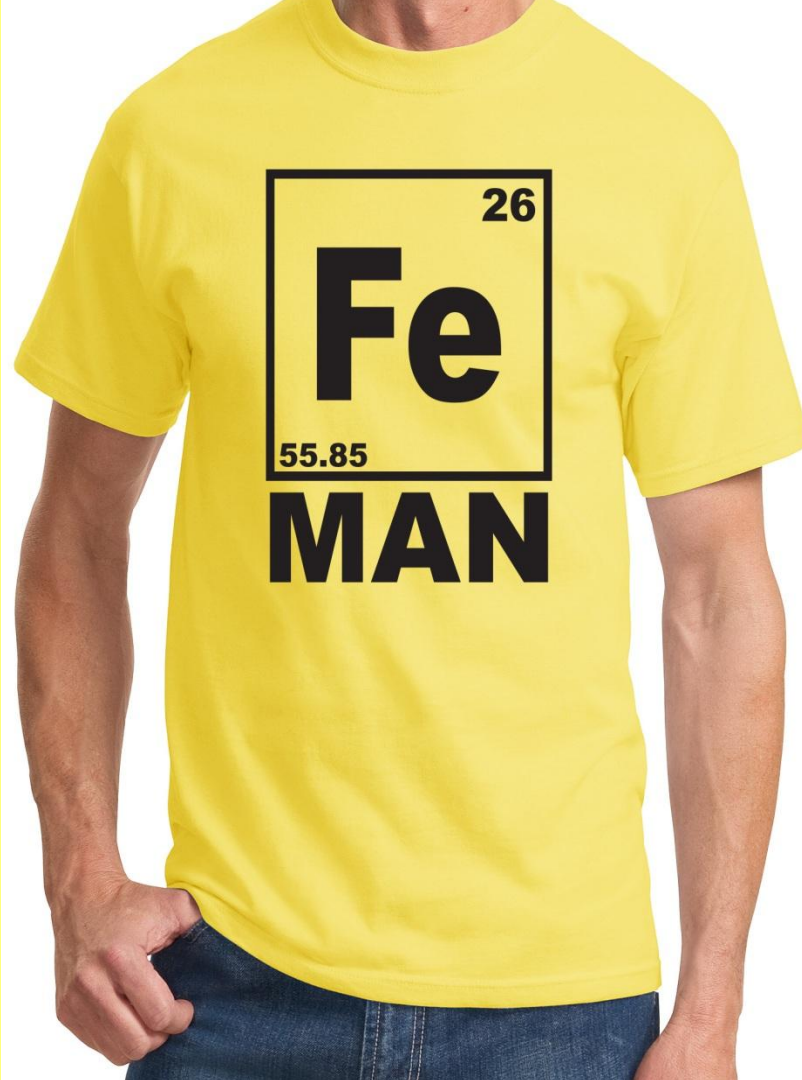
The startup law firm can profit as the recession gets underway

A data driven model will help shape a marketing outreach strategy, and a client engagement strategy

Collectively, this will lead to a higher conversion of new business

A team of 2-3 specialists needs to be in place to run a go-to-market strategy

Costs can be kept low by having a team of specialists who are located offshore



The team of specialists should be responsible for:

- Building a web presence
- Deploying a survey
- Building a data driven business model



Let us chat
about the
laws of
recession

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