WHOBRINGSTHEBUSINESS

THE PODCAST · GUEST BRIEF

The people who *bring in the business,* in their own words.



A podcast about how firms actually win, grow and keep clients. Each episode sits down with the person responsible for growth and talks through what worked, what did not, and what they would do differently.

YOU'RE INVITED AS A GUEST

CONVERSATION STARTERS

Where we usually begin

01 **Beyond referrals**
How modern firms build visibility and win new clients.

02 **The business side of law**
What lawyers often underestimate about building and growing a practice.

03 **Changing client expectations**
What clients now expect before, during and after they hire a firm.

04 **Law firm growth in 2026**
Where BD, marketing, technology and client experience fit into growth.

05 **Building a cross-border practice**
What changes when clients and opportunities span Canada and the US.

These are starting points. We would rather keep the conversation natural and let your experience shape where we take it.

YOUR LENS

Shaped around your role

Owners, CEOs and managing partners: the growth decisions, hires and investments that changed the firm.

CMOs and heads of marketing: which channels bring signed clients, how you measure it, and how you win partner buy-in.

Business development leaders: referral networks, relationships and turning attention into retained work.

Department and practice heads: how your team keeps clients and grows work inside the firm.

HOW IT WORKS

Simple for you

01 A short intro call to pick the angle that fits your work.

02 Questions shared in advance. No pitch, no surprises.

03 Recorded remotely over video, about 30 to 40 minutes.

04 Published on Spotify, Apple Podcasts and YouTube, with short clips for LinkedIn and Instagram.

05 You receive the episode and clips to share with your network.

RECENT EPISODES

How Clio, Harvey, Legora and EvenUp Won Law Firms (and What Your Firm Can Copy)

When Someone Asks AI "Which Lawyer Should I Call?", Does Your Firm Come Up?

Law Firm Growth Doesn't Break. Workflow Does.

YOUR HOST

Sagar Pratap Singh

Founder and host, WhoBringsTheBusiness. Principal Consultant and Fractional CMO at Dizital Connect. 16+ years in go-to-market and business development, including 12+ in legal outsourcing, working with 90+ law firms. Writes the weekly newsletter *Your Honor, We Need Clients.*

Ready to share how you *bring in the business?*

whobringsthebusiness.com/podcast
sagar@whobringsthebusiness.com · @iamsagarpratap