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

A podcast about how firms and companies 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. Guests come from law, legal services, legaltech and B2B across the US, UK, Canada, Australia and the UAE.

FOUNDER SERIES
Guest conversations with the founders and leaders who bring in the work.

SOLO SERIES
Short breakdowns of how leading companies won their market.

YOU'RE INVITED AS A GUEST

FOLLOW THE SHOW

in LinkedIn
linkedin.com/in/iamsagarpratap

ig Instagram
instagram.com/iamsagarpratap

CONVERSATION STARTERS

Where we usually begin

01 **Beyond referrals**
How modern firms build visibility and win new clients, including how they show up in AI search.

02 **The business side of the work**
What founders and lawyers often underestimate about building and growing a practice or company.

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

04 **Growth heading into 2027**
Where BD, marketing, intake, technology and client experience fit into growth, and where AI plus people wins.

05 **Building across borders**
What changes when clients and opportunities span the US, UK, Canada and beyond.

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.

Founders and legaltech leaders: how you won your first customers and what made firms say yes.

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.

Practice, operations and intake heads: how your team keeps clients, clears bottlenecks 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 A conversation guide shared in advance. No pitch, no surprises.

03 Recorded remotely on Riverside, on video, in about 30 to 45 minutes.

04 We agree in writing on how clips will be used before we record.

05 Published on Spotify, Apple Podcasts, YouTube and whobringsthebusiness.com, with clips on LinkedIn, Instagram, Facebook, X and Threads.

06 A LinkedIn collaboration post with you and your company page, plus the episode and clips to share with your network.

CONFIRMED GUESTS · RECORDING IN NOVEMBER

PERSONAL INJURY · ALABAMA, US
Chris Simmons, Simmons Law, on getting found in AI answers while still taking new-case calls himself

IMMIGRATION LAW + LEGALTECH · UK
Michelle Stennett, MNS Solicitors, and Osei Uzoka, AION Automation, on what AI really changes inside a firm

SME SALES · UK
Paul Kendall, Cadence Growth Solutions, on building sales that don't depend on the founder

RECENT EPISODES

FOUNDER SERIES · EP 01
Year One of a Law Firm: Abhishek Chaudhry, ABC Lawyers LLP

SOLO SERIES
How Filevine, MyCase and Smokeball Won Small Law Firms

SOLO SERIES
How EvenUp, Supio and Eve Won Plaintiff Firms

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, working with 90+ law firms, legaltech companies, start-ups and B2B businesses. Writes the weekly newsletter *Your Honor, We Need Clients.*

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

Book an initial conversation →
whobringsthebusiness.com/podcast
sagar@whobringsthebusiness.com · @iamsagarpratap