



Legal Business Development - Coaches Corner

GROWING YOUR ORIGINATIONS:
HOW TO BECOME A RAINMAKER

Judy Barton
Steve Fretzin
Gary Johnson
Heather Moulder



Practical & Entertaining Education for:

- Attorneys • Accountants
- Business Owners
- Executives • Investors

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THE NATIONAL LAW REVIEW

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Meet the Faculty

Panelists

Judy Barton, MLS - BNY Wealth

Gary Johnson - J2 Marketing Consultants

Heather Moulder - Course Correction Coaching

Moderator

Steve Fretzin - BE THAT LAWYER

About This Webinar

Legal Business Development - Coaches Corner

What really moves the needle when it comes to growing a successful law practice? In this powerhouse session, Top Legal Business Development Coaches Share Their Best-Kept Secrets, moderator Steve Fretzin leads a dynamic conversation with some of the most respected coaches in the legal industry.

Together, they'll pull back the curtain on the proven strategies they use to help lawyers attract clients, build sustainable books of business, and rise to the top of their firms. This isn't theory—it's battle-tested advice from professionals who do this work every day. You'll walk away with actionable insights you can use immediately, whether you're just getting started or looking to level up your results. Don't miss this rare opportunity to learn directly from the experts who coach the rainmakers.

About This Series

Growing Your Originations: How To Become A Rainmaker

Well-educated professionals thrive on being experts in their chosen field. However, they sometimes get tripped up by the business side of things.

Rainmaking has become the single best channel for professionals to control their destinies and drive wealth and status in their profession.

In this four-part series, author, podcast host, and top business development coach Steve Fretzin provides a fun, lively, and educational panel to help you thrive as you build the business generation side of your practice.

Episodes In This Series

1. The Future of Legal Tech
Premiere date: 09/04/25
2. Legal Business Development - Coaches Corner
Premiere date: 10/9/25
3. Content Creation for Effective Thought Leadership
Premiere date: 11/13/25
4. Tips from America's Top Rainmakers
Premiere date: 12/11/25

Episode #2

Legal Business Development - Coaches Corner

Each Financial Poise Webinar is delivered in Plain English, understandable to investors, business owners, & executives without much background in these areas, yet is of primary value to attorneys, accountants, & other seasoned professionals. Each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

Many professional service providers struggle with selling their services. What's your take on why this is?

Where should professionals start in developing their own clients?

What was your biggest mistake when you started selling and what did you learn from it?

We all know that people buy from people they know, like and trust. What's your secret to developing long term successful relationships?

Competition is everywhere. How do you differentiate yourself in your space?

What's your system or methodology for sales?
Why is it important to have one?

Past statistics showed that it's six times more money, time and energy to land a new client than to keep an existing one. How do you build long-term client loyalty?

How do sales and marketing work together to enhance a professional's ability to build market share and ultimately more business?

If a professional wants to strengthen their referral network, what's one thing they should start doing this week that would make a big impact?

Questions or Comments?

If you have any questions about this webinar that you did not get to ask during the live premiere, or if you are watching this webinar [On Demand](#), please do not hesitate to email us at info@financialpoise.com with any questions or comments you may have. Please include the name of the webinar in your email & we will do our best to provide a timely response.

IMPORTANT NOTE: The material in this presentation is for general educational purposes only. It has been prepared primarily for attorneys & accountants for use in the pursuit of their continuing legal education & continuing professional education.

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Meet The Faculty

Steve Fretzin - steve@fretzin.com



Driven, focused and undeniably passionate in his pursuit to help business professionals reach their full potential, Steve Fretzin is the Chicago area's premiere business coach, speaker and author. He has redefined the business development experience, transforming thousands of professionals into top performers in sales effectiveness via one-on-one coaching, group training and seminars through Sales Results Inc., a company he founded.

Steve credits two life-changing events as influencing his career. In 1996, he was one of six passengers aboard a single-engine Cherokee Piper airplane that crash landed into a house in suburban Crystal Lake, IL. The experience left him crippled for months, but more importantly taught him to value the sacredness of each day.

[Read More](#)

Gary Johnson - garyj@j2marketingconsultants.com



Gary Johnson is the founder of J2 Marketing Consultants, where he helps attorneys transform their practice by attracting ideal, high-value clients. With over 29 years of experience, Gary designs customized marketing strategies that play to each attorney's strengths, making business development simpler and more effective. His proven systems help lawyers build their brand, boost confidence, and bring in more profitable work—fast. Known for his energy and creativity, Gary equips his clients with the tools to learn quickly, take action, and grow with purpose.

Heather Moulder - heather@heathermoulder.com



Heather Moulder is a former BigLaw partner turned anti-burnout business coach for lawyers and host of the Life & Law podcast. She built a \$2.5M+ book of business from scratch—while navigating a financial crisis, two maternity leaves, and a battle with breast cancer—without sacrificing her health or personal life.

After more than 18 years in private practice, she traded in her multi-million-dollar practice to help lawyers grow profitable, sustainable businesses that reflect their values and fit their lives. Known for her unique blend of mindset work, personalized strategies (tailored to each lawyer's values, strengths, and personality), and practical, real-world insight, her clients achieve results such as: increasing revenues by over \$200K in under 12 months (without working more hours), boosting originations by 75%, and earning a 20x ROI on business development investments.

Her mission: to help senior attorneys and law firm leaders create the careers (and the lives) they actually want.

Judy Barton, MLS - judy.barton@bny.com



Judy Barton is a Senior Client Strategist for BNY Wealth. In this role, she works directly with clients to address their investment and wealth management needs, now and in the future. She is often brought before a life transition or transaction, to ensure an optimal outcome for a client.

Judy joined the firm in 2014 and has more than 20 years of experience in the financial services industry, as well as having been a business owner for 10 years. Her previous corporate experience includes serving in finance at EDS, Nortel and SodexoMarriott in Boston, DC, London, and Dallas.

Judy currently serves on the Texas Bar Foundation's Board of Trustees, as a Public Member, appointed by the immediate-past Texas Bar President.

Judy received her Master in Legal Studies from the School of Law at Washington University, St. Louis and a Bachelor of Science in Finance from University of Oklahoma.

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