



Content Creation for Effective Thought Leadership

GROWING YOUR ORIGINATIONS:
HOW TO BECOME A RAINMAKER

Steve Fretzin
Ron Latz
Robert Weiss



Practical & Entertaining Education for:

- Attorneys • Accountants
- Business Owners
- Executives • Investors

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THE NATIONAL LAW REVIEW

The National Law Review (NLR) is a premier legal news website offering in-depth analysis on a wide range of legal and business topics. Established in 1888, NLR has evolved into a **trusted resource** for legal professionals, business leaders, and the general public, providing timely and relevant information on legislative changes, court decisions, and regulatory developments

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Meet the Faculty

Panelists

[Ron Latz](#) - LegalFenix

[Robert Weiss](#) - MultiVision Digital

Moderator

[Steve Fretzin](#) - BE THAT LAWYER

About This Webinar

The Future of Legal Tech

In today's legal market, being great at your craft isn't enough—you also need to be seen. In *Becoming a Thought Leader: How Lawyers Build Authority Through Content*, moderator Steve Fretzin guides a panel of top content strategists, writers, and branding experts who specialize in helping lawyers stand out. These professionals have helped attorneys turn blogs, podcasts, videos, and social media into business-generating machines.

You'll learn what content actually gets attention, how to stay consistent, and how to position yourself as the go-to expert in your field. This session is packed with real-world advice you can put to work immediately to grow your visibility and credibility. If you're ready to move from best-kept secret to recognized authority, this panel is for you.

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 #3

Content Creation for Effective Thought Leadership

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.

How do you define “Thought Leadership?”

Where is the best place to start in becoming a thought leader?

What are the biggest mistakes professionals make when trying to position themselves as thought leaders?

What distinguishes genuine thought leadership from simple self-promotion in professional services?

How can professionals identify their niche expertise and build authority around it?

What role does storytelling play in establishing credibility and trust with an audience?

How can thought leadership content translate into real business opportunities or client relationships?

What platforms or mediums (e.g., LinkedIn, podcasts, speaking, video) currently yield the highest ROI for thought leaders?

How do you balance sharing valuable insights publicly with protecting proprietary knowledge or client confidentiality?

How can collaboration with peers or competitors amplify thought leadership rather than dilute it?

How do you sustain visibility and relevance once you've established an initial audience?

How do AI and digital tools change the game for thought leadership—both in creation and in distribution?

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.

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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](#)

Ron Latz - LegalFenix ron@legalfenix.com



Ron Latz is the Founder of LegalFenix, a marketing advisory firm redefining how law firms approach growth. With more than 15 years in the legal marketing industry, Ron has guided countless firms through the complexities of modern marketing with clarity and candor. Known for his vendor-neutral stance and results-driven approach, he helps law firms align strategy with execution, optimize budgets, and rebuild trust in their marketing partnerships. Whether he's decoding agency jargon, demystifying performance reports, or designing a blueprint for sustainable growth, Ron's mission is to give law firms the clarity and confidence they need to win.

Robert Weiss - rweiss@MultiVisionDigital.com



President of MultiVision Digital, a New York video production and video marketing company, that provides the full spectrum of video strategy, video production and video marketing services. Having produced over 1,500 videos since their inception, MultiVision Digital's holistic approach has allowed clients to increase sales, lead generation, improve SEO rankings, increase awareness and client loyalty. Clients range from solo-entrepreneurs to global Fortune 500 companies across almost every industry. But more importantly have executed successful business video strategy plans for every business objective.

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