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Jennifer Irvine Shares Key Marketing and Business Development Strategies for Early Career Lawyers

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Jennifer Irvine, Director of Marketing and Business Development at Bowditch, brings decades of experience helping attorneys grow successful practices. In her recent article for the Summer 2025 issue of the *Boston Bar Journal*, she offers valuable insights into the foundational habits that set thriving lawyers apart early in their careers.

Drawing on years of close collaboration with legal professionals, Jennifer emphasizes the importance of establishing consistent marketing and business development routines from day one. She clearly distinguishes between marketing and business development activities, outlining practical strategies tailored to junior associates.

The article explores effective early-career marketing techniques, such as building a professional network and developing thought leadership, and offers actionable guidance on internal business development, including relationship-building within the firm and delivering exceptional client service.

Here is an excerpt:

The moment you enter private practice, you should be thinking strategically about your future. Which career paths do you want to keep available? If equity partnership in a law firm is on that list, understand that most firms require partners to generate significant business.

For most attorneys, the challenge is not identifying what needs to be done; it is learning to develop and implement business development strategies while maintaining 1,800 billable hours, a family, hobbies, and more. This balancing act is where careers are often made or broken and where early habits become a determining factor in long-term success.

Continue reading “[Marketing and Business Development Strategies for Early Career Lawyers](#)” on the Boston Bar Association website.