

centerbase.com

Centerbase CloudBased Law Firm Management & Growth Platform

Avoiding Random Acts of Law Firm Marketing

Katie Langer · Tuesday, May 6th, 2025

Amanda and Rob sit down with John Byrne, President of the Legal Marketing Association and CMO of the mid-sized law firm Gould + Ratner, to talk all things legal marketing—from the basics of building a brand to avoiding “random acts of marketing.” John brings his trademark humor and deep industry insight to a wide-ranging conversation that covers:

- What small and mid-sized firms get wrong (and right) about marketing
- How current clients drive 80% of new business and how to engage them better
- The difference between CRMs and ERMs (and why even your email inbox holds untapped marketing value)
- How business development is evolving for younger attorneys
- And... a classic RFP horror story!

About the Guest

John Byrne

As Chief Marketing Officer at Gould & Ratner, John's top priority is leading and supporting the firm's growth and delivery of unparalleled service to its clients. In his role, John draws upon his unique combination of experience as a practicing lawyer, marketing and sales director, professional journalist and publisher, career coach and recruiter, and small business owner.

John has spent nearly 30 years in the legal profession, with much of that time devoted to helping lawyers attract new clients and engagements. He has particular skill in business development and traditional sales, as well as writing, marketing communications and public relations. John's most valuable skill, though, is his ability to connect with lawyers and clients alike, listening to them and understanding their needs to create strategies for success.

An active participant in the 4,000-member Legal Marketing Association, John is its President for 2025. His service on its International Board of Directors includes roles as President Elect, an at-large member, chair of the Regional Leaders Committee, Treasurer-Elect and Treasurer. He has also served as President of the group's Midwest Region, as well as co-executive editor of LMA's *Strategies* magazine in 2015-16 and as co-chair of LMA's Annual Conference in 2014.

John earned his law degree from Loyola University Chicago and his bachelor's degree from the Medill School of Journalism at Northwestern University, where he was the editor in chief of *The Daily Northwestern*. For the past few years, John has served as chair of the board of directors for Students Publishing Co., Inc., the independent nonprofit entity that owns and operates *The Daily Northwestern*.

Episode Resources

[John Byrne on LinkedIn](#)

[Gould & Ratner, LLP](#)

[Legal Marketing Association](#)

This entry was posted on Tuesday, May 6th, 2025 at 6:04 pm and is filed under You can follow any responses to this entry through the [Comments \(RSS\)](#) feed. Both comments and pings are currently closed.

