

# what works best?

## **1. DO IT YOURSELF**

Trust your own instincts and go it alone.

## **2. HIRE INTERNALLY**

Assign someone on your staff or recruit a new hire to focus on marketing.

## **3. DO NOTHING**

Defer addressing your marketing needs and prioritize other more urgent projects, such as recruiting, your cases, networking, etc.

## **4. OURSOURCE**

Find a trustworthy outside resource - a "Sherpa" to guide how you invest your time, resources and energy.