

# How to write a winning application

It's time to start thinking about the 2023 nominations process. No need to be humble or shy in your application. We want to hear all the great things that you're doing! The Reisman Awards consist of seven categories recognizing the impact firms are making in their community and the future of legal. Here are some tips to help you create a submission that stands out.

## What makes an award-winning application?

- 1. Tell your story.** Be sure to paint a full picture of the firm's achievements—even if it means getting back to the basics, such as why you became a lawyer in the first place or what you did in the past.
- 2. Tie it all together.** When sharing your legal journey and all the great things your firm has achieved over the past year, make sure your firm's mission and outcomes clearly connect to the category you are applying for.
- 3. Share how Clio has helped you achieve your goals.** If Clio plays a part in your story, we want to hear about it—from increasing revenue, to reducing time spent on administrative tasks, to helping you create an experience that keeps clients coming back.
- 4. Show results to prove it.** Make bold statements and back them up with details! If you've grown your revenue, increased headcount, or saved a certain number of hours per month, be sure to share those numbers.

Here are some data examples:

- Between 2021 and 2022, our revenue has increased by 30%
- Since using Clio, we've saved 2 hours a week on client intake using Clio Grow
- Over the past year, our firm has grown from 7 to 15 employees

## How to nominate your law firm

Ready to throw your hat (or someone else's) in the ring?

Anyone from your firm can submit an application at [clio.com/the-reismans](https://clio.com/the-reismans).

It's free, so why not write in?