

Aurora Legal Marketing and Consulting CEO Among CLE Presenters at Miami-Dade Bar?s 2nd Annual Success Summit

March 27, 2026

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Aurora Legal Marketing and Consulting participated in a Continuing Legal Education program at the Miami-Dade Bar?s 2nd Annual Success Summit Seminar in Miami, Florida, on March 6, 2026.

?The firm?s CEO and founder, Edward Gelb, was one of the CLE presenters. He delivered a session titled ?From Overworked Technician to Attorney CEO: How to Build a Predictable, Profitable Law Practice Without Burning Out? and joined other speakers to address the realities of leading a modern solo or small firm.

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The Solo/Small Firm Success Summit Seminar brought together attorneys who lead or manage solo and small practices for a program focused on the operational, business, and client-facing aspects of law firm management. Gelb?s presentation examined how attorneys can move from an overextended, technician-focused role into a leadership role that helps them run their firms more sustainably.

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Speaking to an audience of solo and small firm lawyers, he described how many practitioners find

themselves managing every aspect of their practices, from casework and client communication to operations and marketing. During the talk, Gelb focused on how predictable systems, stronger profitability, and intentional law firm design work together to support a healthier practice. He discussed how lawyers can clarify where their time and firm resources go, identify activities that most directly support growth, and gradually introduce systems that reduce chaos and reactive decision-making.

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Drawing on Aurora Legal Marketing and Consulting?s work with law firms, Gelb explained how a structured digital presence may help support a more consistent flow of inquiries over time. He described how clear messaging, accurate local information, and well-organized online content can help potential clients understand what a firm does and how to take the next step. These efforts can also help ease some of the pressure created by inconsistent referrals and reactive marketing efforts.

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Gelb emphasized that becoming an Attorney CEO does not require attorneys to abandon their roles as practicing lawyers. Instead, he described a gradual transition in which practitioners develop habits and systems that support leadership, including more intentional delegation, thoughtful use of technology, and clearer standards for the types of matters the firm accepts.

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As CEO and founder of Aurora Legal Marketing and Consulting, Gelb shared a perspective informed by his work with law firms on marketing visibility and business development in the legal sector.

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Aurora Legal Marketing and Consulting?s participation in the seminar reflected the firm?s focus on the challenges solo and small firm attorneys face as they balance day-to-day practice demands with broader business priorities. The session focused on practical ideas for redefining an attorney?s role and pursuing growth in ways that may help address burnout concerns and support consistent client service.

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Aurora Legal Marketing and Consulting, based in Palmetto Bay, FL, provides legal marketing services for lawyers and law firms in Miami-Dade County and surrounding areas. The firm works with law firms across a range of practice areas in those markets. The firm provides local SEO, website development and design, content marketing, email marketing, social media marketing, graphic design, video creation, and reputation management services.

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For more information about Aurora Legal Marketing and Consulting?s legal marketing services for Miami-Dade County law firms or to request a consultation, visit www.auroralegalmarketing.com or call (305) 563-8289.

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About Aurora Legal Marketing and Consulting

Aurora Legal Marketing and Consulting is a legal marketing firm that works with attorneys on online visibility, business listings, content, local SEO, and related marketing services in the Miami area and nearby markets.

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Aurora Legal Marketing & Consulting

Aurora Legal Marketing is a South Florida-based digital agency dedicated exclusively to helping attorneys succeed online. With decades of experience and legal industry insight, we deliver strategic growth solutions that drive visibility, leads, and trust.

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