

Lee Rudin Shares Branding & Growth Insights at PI Firm Workshop in Orlando

RUDIN LAW Founder served as Speaker & Panelist at The PI Firm Market Domination Workshop in Orlando, Sharing Branding & Growth Insights with Lawyers Nationwide

NEW ORLEANS, LA, UNITED STATES, March 3, 2026 /EINPresswire.com/ -- [Lee Rudin](#), founding attorney of [RUDIN LAW](#), was a featured speaker and panelist at the [PI Firm Market Domination Workshop](#), held on November 6, 2025, at The Ritz-Carlton Orlando, Grande Lakes. The exclusive workshop brought together personal injury attorneys from across the country for a full day of high-level strategy focused on growth, leadership, and standing out in an increasingly competitive legal market.



RUDIN LAW Founder Lee Rudin was featured as a speaker and panelist at the PI Firm Market Domination Workshop in Orlando, Florida, where he emphasized a bold approach to brand differentiation.

Rudin delivered a presentation titled “STOP BEING POLITE...AND GET RUDE WITH YOUR BRAND,” where he challenged law firm owners to rethink how they communicate with the public and position themselves in their communities. His talk centered on the idea that too many firms rely on safe, generic messaging, ultimately blending in instead of being remembered.

“

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Lee Rudin

During the presentation, Rudin emphasized that branding is not about logos or slogans alone, but about clarity, consistency, and the courage to take a stand. He encouraged attorneys to define what makes their firm

different, commit to that identity, and communicate it unapologetically across every platform.

In addition to his featured presentation, Rudin also served as a panelist during the discussion “3 Great Journeys to Phenomenal Growth,” alongside fellow personal injury attorneys. The panel

explored real-world growth paths, hard-earned lessons, and strategic decisions that helped each firm scale successfully while maintaining authenticity and control over their brand and operations.

“We are not just practicing law; we are competing for attention,” Rudin said. “If your brand sounds like everyone else, you’ve already lost. The firms that win are the ones willing to be honest, bold, and human in how they show up.”

The PI Firm Market Domination Workshop is widely recognized as a premier event for growth-minded personal injury attorneys. The agenda included expert-led sessions on traditional media, digital marketing, ethical reputation management, and actionable planning, along with CLE credit opportunities and peer-to-peer networking.

Based in New Orleans, Louisiana, RUDIN LAW represents individuals and families injured due to negligence, with a focus on auto accidents, commercial vehicle crashes, maritime injuries, and other serious personal injury matters. The firm is nationally recognized for its GET RUDE® philosophy, an approach rooted in transparency, direct communication, and aggressive advocacy on behalf of clients.

For more information about Lee Rudin or to learn more about the firm, visit www.GetRude.com.

About RUDIN LAW

Fighting for You in Louisiana and Texas and with Partners Throughout the United States

At RUDIN LAW, when it comes to fighting Insurance Companies and Corporate America for the compensation our clients need, we say: It's time to Stop Being Polite...® and GET RUDE®. Our firm is dedicated to providing top-notch legal services with a focus on client satisfaction. With over a dozen years of experience, an aggressive attitude, and a passion for delivering results, we are here to fight for individuals and families in Louisiana and Texas — and with our partners throughout the United States.

Lee Rudin, Esq.

RUDIN LAW

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