

Attorney Business Plan

Sample 4



ATTORNEY SEARCH

Attorney Business Plan

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Business Plan For _____
(Attorney Name)

Year: _____
(Time Period)

This worksheet is designed to assist you in developing your individual business plan for the year. The objective is to set challenging but realistic goals. Because no two attorneys are likely to contribute to the firm in exactly the same way, the objectives of this process are to achieve an overall increase in lawyer contributions to the firm, to achieve improved planning of effort, and to ensure your goals are aligned with and sufficient for the health of the firm itself.

OBJECTIVE CRITERIA			
Billable Hours (I project my billable hours as follows:)	Break out by area of law:	Hours:	Total Billable Hours:
	_____	_____	
	_____	_____	_____
Nonbillable Hours (I project my nonbillable hours as follows:)	Law firm administration (committee activity, meetings, firm project etc)	_____	Total Nonbillable hours:
	Marketing & Business Dev.	_____	
	Continuing Legal Education	_____	
	Professional Activities	_____	
	Pro Bono	_____	
	Other (describe):	_____	
	Total of Billable and Nonbillable Hours:		_____

<p>Projected Revenue:</p>	<p>Projected dollar value of the billable time you will work (effective hourly rate multiplied by your anticipated billable hours): _____</p> <p>Projected collections in dollars for matters for which you are billing attorney: _____</p>		<p>Total projected revenue: _____</p>
<p>Business Development: (increasing the revenue you generate)</p> <p>New Business from existing clients (including but not limited to cross selling) _____</p> <p>New business from new clients: _____</p> <p>Improved leverage: _____</p> <p>Value billing in excess of standard formula: _____</p> <p>Other (describe): _____</p>	<p>Projected additional revenues:</p>		<p>Total projected new revenues: _____</p>
	<p>Total of Projected and New Revenues:</p>		<p>_____</p>

SUBJECTIVE CRITERIA AND PLANNING AREA			
Goals/Objectives	Specific Steps to Be Taken (attach additional sheet if necessary)	Hours	Anticipated Necessary Firm Resources Needed
<p>Marketing: Provide specific information regarding any of the following marketing activities you will engage in:</p> <p>Market planning and research:</p> <p>Targeted marketing:</p> <p>Speaking engagements:</p> <p>Writing articles for professional or industry publications:</p> <p>Writing a newsletter or client alert:</p> <p>Development of referral sources for new business:</p> <p>Participation in professional, trade or other associations:</p> <p>Planning client events other than educational:</p> <p>Other marketing (describe):</p>			
Total Marketing Hours:		_____	

<p>Firm Administration and Management: Provide specific information regarding any of the following firm management activities you will engage in:</p> <p>Running a Committee:</p> <p>Attending Committee Meetings (note which):</p> <p>Firm Meetings:</p> <p>Mentoring/Recruiting:</p> <p>Chairing a Department:</p> <p>Attending Department meetings (note which):</p> <p>Special Firm Projects (describe):</p>			
<p>Total Law Firm Administration Hours:</p>		<p>_____</p>	

<p>Continuing Legal Education: Describe any legal education you feel you need to increase your expertise in the areas in which you now practice, or obtain expertise in a new area, how it will benefit the firm, and where you will go to obtain it and its approximate cost.</p> <p>Describe any ways you could assist in the legal education of others in the firm by way of in-house seminars or a more formal mentoring program to train lawyers, paralegals or other staff. Include the anticipated hours, approximate cost, and how you feel it will benefit the firm.</p>		<p>_____</p> <p>_____</p>	
<p>Total Continuing Legal Education Hours:</p>		<p>_____</p>	
<p>Pro Bono: Identify any pro bono activities and the nature and extent of your involvement. Be sure to include any anticipated firm resources which will be needed:</p>			
<p>Total Pro Bono Activities Hours:</p>		<p>_____</p>	

<p>Professional Activities: Identify any activities, professional or otherwise, that you plan to be involved in for the year, the extent to which you anticipate business will be generated, the time that will be required, and any anticipated firm resources that will be required:</p> <p>Bar Association:</p> <p>Social Organization:</p> <p>Charitable or Religious Organization:</p> <p>Sports Organization:</p> <p>Political Organization:</p> <p>Other (describe)</p>			
<p>Total Professional Activities Hours:</p>		<p>_____</p>	

SUMMARY OF PRINCIPAL GOALS FOR THE YEAR

Briefly describe your three most important principal goals for the year, and the specific objectives you've set to get there. Your goal should be measurable so you can gauge your success. Be sure to indicate any assistance or support you will need to achieve your goals.

Note: examples of goals might be better management of receivables and/or work in process as evidenced by an increase or decrease in the end of year number, increasing billable hours, better leverage by increased use of technology, and so forth.

Goal 1:

Goal 2:

Goal 3:

