

Attorney Business Plan

Sample 5



ATTORNEY SEARCH

Attorney Business Plan

Sample 5

2011 ATTORNEY BUSINESS PLAN

I. BUSINESS DEVELOPMENT GOALS FOR 2011

- A. Make contact with 4 loose tie contacts per month
- B. Write 3 articles annually
- C. Speak at 2 industry meetings
- D. Develop internet presence
 - 1. Twitter
 - a. daily tweets
 - b. identify valuable content
 - c. identify target followers
 - 2. Linked-In
 - a. update profile
 - b. add connections
 - c. use articles provide to maximize benefits
- E. Develop XXX connections
- F. Prepare 4 client specifics legal primers
- G. Obtain 2 new clients this year
- H. Improve technological capabilities
 - 1. Ipad
 - a. Tweetdeck
 - b. Hootsuite
 - c. Zite

2. Iphone
 - a. Identify productive apps
 - b. Create contact grouping lists
3. Use Apple store personnel to identify beneficial uses

II. TOTAL BILLABLE AND NON-BILLABLE HOURS

A. Billable Hours	2010 = 2100	2011 = 1800
B. Non-Billable Hours	2010 = 100	2011 = 400
C. Non-Billable Activities		
1. Profile Building		100 hours
2. Relationship Building		200 hours
3. CLE / Professional Improvement		60 hours
4. Pro Bono		40 hours

III. PROFILE BUILDING

- A. Establish Internet Presence
 1. Create Twitter Account (Done)
 - a. Learn how to attract “sweet spot” followers
 2. Update Linked-In Account (Done)
 - b. Increase Contacts (went from 50 – almost 500 in 90 days)
 3. Integrate Accounts with Firm Bio (Done)
 - a. Update YYYYAttorney Profile (In Progress)
 - b. Add photos to Twitter and Linked-In (Done)
 - c. Reconcile Twitter color palette with Firm (Done)
 - d. Learn firm “tweet” protocol (In Progress)
 4. Acquire marketing-friendly devices (September 2011)
 - a. Ipad
 - b. Iphone

B. Professional / Bar Organizations

1. BAR

- a. Attend seminars and meetings
- b. Explore speaking opportunities
- c. Attend golf outing with loose-tie referral source

2. College Law School Alumni Association

- a. Plan 2011 Reunion (Done)
- b. Plan 2012 Reunion
- c. Research speaking opportunities at law school
- d. Get involved with Employment Law Clinic

C. Community / Civic Activities

1. Coach Little League teams

- a. Establish Loose-Tie referral sources
- b. Establish business connections with team parents
- c. Establish connections with League Board

2. AAAAA

- a. Establish reciprocity in business relationship
- b. Establish business aspect of personal relationships

3. BBBBB

- a. Join Club (Done)
- b. Develop Relationships
- c. "Actively" Participate
 - i. Volunteer for Membership Committee
 - ii. Plan Member Dinners

D. Trade and Industry Associations

1. CCCCC

- a. Attend seminars and meetings
- b. Explore speaking opportunities

- c. Attend golf outing to make new contact
- 2. DDDDD
 - a. Attend Breakfast meetings
 - b. Explore speaking / writing opportunities
- E. Written Product
 - 1. Potential Articles
 - a. Hiring Tips
 - b. How to Evaluate an Employee
 - c. The Importance of Preserving Electronic Evidence
 - 2. Client Specific Legal Primers
 - a. Handling Accommodation Requests
 - b. Terminating Employees
 - c. Managing Employment Claims
 - d. Preventing OSHA claims

IV. RELATIONSHIP BUILDING

- A. Existing Clients
 - 1. Prepare Client Contact Database
 - 2. Establish Google Alert and Google Reader for all clients
 - 3. Establish tickler system for staying in touch with contacts
 - 4. Establish personal connections with client contacts
 - 5. Expand existing client business
 - a. Explore other areas of potential business
 - b. Cross-market to other EEEEE departments
 - 6. Forge Future Relations
 - a. Organize Client Appreciation Golf Outing (Scheduled)
 - i. Think about EEEEE “Branding”
 - ii. Provide Gift Bags

-
- iii. Research Companies / Issues
 - iv. Be prepared to demonstrate business partnership
 - b. Organize Client Appreciation Cocktail Reception
 - c. Facilitate Cross-Marketing Amongst Clients
 - d. Plan Face to Face Meetings
 - 1. AAAAA (Done)
 - 2. BBBB (Done)
 - 3. CCCC (Scheduled)
 - 4. DDDD (Scheduled)
 - 5. EEEEs (Scheduled)
 - 6. FFFFF (Scheduled)
 - 7. GGGGG (Scheduled)
 - 8. HHHH (Scheduled)
 - 7. Identify and Maximize Relationship Groups
 - a. High School (Facebook)
 - b. College (Facebook / Twitter)
 - c. Law School (Twitter)
 - 8. Plan Relationship Group Meetings to Forge Bonds
 - a. High School – Reunion 2012
 - b. College – Fishing Trip (Done)
 - c. Law School – Alumni Meeting (Done)
 - 9. Prepare Existing Client / Company Telephone Book B. Potential Clients
 - 1. Identify Potential Clients and Sweet Spot Industries
 - 2. Create Loose Connection Telephone Book
 - 3. Direct Internet Market toward Sweet Spot
 - 4. Increase Attorney Exposure with Target Clients
 - 5. Make Direct Contact with Potential Clients
 - a. Identify Known Internal Connections

- b. Use Google Alerts to identify information of value to facilitate introduction
 - c. Use targeted mailings of firm brochures with relevant articles and/or information of value to potential client
 - 6. Follow Potential Clients on Twitter and Linked-In
 - 7. Add Loose Connections to Contacts on Linked-In
 - 8. Prepare List of Potential Loose Connections from In-House Counsel Directory
 - 9. Identify and Enhance Awareness of Potential Client Opportunities
 - a. AAAA
 - b. BBBB
 - c. CCCC
- C. Existing Referral Sources
 - 1. Solidify Existing Referral Sources
 - a. DDDD
 - b. EEEE
 - c. FFFF
 - 2. Identify Cross Marketing Opportunities
 - 3. Maintain Contact
- D. Potential Referral Sources
 - 1. Identify Potential Referral Sources
 - a. AAA
 - b. BBBB
 - c. CCCC
 - d. DDDD
 - 2. Identify Cross Marketing Opportunities
 - 3. Establish Connections
 - a. In-Person Meetings / Lunch
 - b. Firm Brochure Mailings

-
- c. Social Meetings / Golf
 - i. AAAA Outing
 - ii. BBBB Outing
 - iii. CCC Outing
 - iv. DDD Outing
 - E. Internal Marketing Activities
 - 1. Establish Connections with Coaching Participants
 - 2. Identify Cross-Marketing Opportunities
 - 3. Share Client Database / Marketing Ideas
 - 4. Prepare and Share Book Digests
 - 5. Identify Potential Group Speaking Opportunities
 - 6. Build Internal Law Firm Relationships
 - a. Arrange Cocktail Party (Scheduled)
 - b. Arrange Golf Outing
 - c. Identify Cross-Marketing Partners

V. CONTINUING EDUCATION / PERSONAL IMPROVEMENT

- A. Legal Education
 - 1. Attend Evidence Seminar and Leverage Material for Marketing
 - 2. Attend ADA Seminar and Leverage Material for Marketing
 - 3. Identify Good Electronic Periodicals for Tweeting Material
 - a. Workforce Management
 - b. Employment Law 360
- B. Business / Industry Education
 - 1. Invest Time in Learning AAAA Business
 - a. Read "XXXX"
 - b. Read "YYYY"
 - 2. Invest Time in Learning Top Client Business

- a. Develop Top Client Business Repository
- b. Follow Clients through Google Alert
- C. Leadership, Writing, Speaking or Management Education
 - 1. How to Win Friends and Influence Others
 - 2. Seven Habits of Highly Effective People
 - 3. Advanced Legal Writing for Lawyers
 - 4. Marketing for Lawyers
- D. Firm In-House Education
 - 1. Attend In-House Seminars and Leverage Materials for Marketing
 - 2. Learn about Firm Attorneys for Cross-Marketing
 - 3. Learn about Firm Administrative Departments
 - a. Maximize Firm Resources
 - b. Synergize to Enhance Marketing Initiatives
 - 1. E.g., Golf Outing Flyers
 - 2. Knowledge Management for info of value
 - 3. Tap Marketing Department Capabilities
 - 4. Tap IT capabilities

VI. PRO BONO

- A. Make Time for “One-Off” Inquiries
- B. Offer Non-Billed Time for High Value Clients