

Attorney Business Plan

Sample 7



ATTORNEY SEARCH

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INDIVIDUAL LAWYER BUSINESS DEVELOPMENT PLAN

Name:	
Date:	
Practice Area:	
Office:	

This individual lawyer business development form is designed to assist you in developing your individual business plan for the upcoming year based on the firm's marketing plan or your individual suggestions. Your objective is to set realistic goals, recognizing that later events may make it difficult or impossible for you to reach those goals or that a revision will be required. Your plan will be reviewed and thereafter discussed with you.

All of our partners and associates have the obligation to render quality legal services. However, no two lawyers are likely to contribute to the firm in exactly the same way, including individual lawyer marketing efforts. The "mix" from lawyer to lawyer will differ but the total effort should be essentially the same.

The firm's objectives of this process are to achieve (1) an overall increase in lawyer contribution to the firm and (2) a greater equality of effort.

Identify three high yield opportunities that you will pursue this year.	What help¹ will you require in order to take advantage of this opportunity?	What is your likelihood of success?
1.		
2.		
3.		

¹ Help is defined in terms of collaboration with others, training, time, resources, and budget.

**Describe personal marketing efforts you have undertaken already this year.
For example:**

Internal marketing activities such as marketing training/mentoring, firm database, marketing committee, internal newsletter, association memberships, speeches, articles, etc.

Existing client development activities such as sales meetings, practice-specific cross-selling, client roundtables, newsletter, legal cost analysis, managing client relationships

New client development activities such as prospect targeting, research and follow up, legal audits, presentation teams, sales meetings, etc.

Add more rows if needed.

1.
2.
3.

**Identify personal marketing efforts you will commit to for the remainder of the year.
For example:**

Internal marketing activities such as marketing training/mentoring, firm database, marketing committee, internal newsletter, association memberships, speeches, articles, etc.

Existing client development activities such as sales meetings, practice-specific cross-selling, client roundtables, newsletter, legal cost analysis, managing client relationships

New client development activities such as prospect targeting, research and follow up, legal audits, presentation teams, sales meetings, etc.

Add more rows if needed.

1.
2.
3.