

Ten Tips For Creating An Effective Lawyer Business Plan

1. Review your historical performance data to see where existing business comes from, identify trends and **set benchmarks** to measure against going forward.
2. Review client billing agreements to identify opportunities to grow revenues with overdue **rate increases**.
3. Conduct **research** (primary and secondary) regarding **existing clients** to identify opportunities for new work.
4. Conduct **research** on **competitors** in your practice area and market to identify opportunities you may be missing.
5. Identify specific, trending **topics** that will be the subject of your thought leadership strategies.
6. Remember **the three R's** – reuse, recycle, repurpose. How can one thought leadership piece be used across different media?
7. **Commit to the** amount of **time** you will spend on marketing and business development each month and add blocks of time to your calendar (in addition to scheduled marketing activities, events, etc.) to ensure you will keep things moving.
8. Identify and include professional **skills-based courses** (versus substantive CLEs) that you will take to improve your marketing, sales, networking, leadership or other skills
9. Remember – **less is more**. Describe strategies and tactics in bulleted form with just enough detail to remind you at a glance the action step(s) needed.
10. **Communicate** key elements of your plan with your partners and colleagues. Committing to strategies out loud or in writing make them much more likely to be implemented.



mantra

mantralegal.com | 610.453.4477
marci@mantralegal.com