

ATTORNEY MARKETING PLAN
Checklist of Excellence Designed to Grow your Practice

Attorney name: _____

Time period: _____



Identify your areas of practice. Choose 3-5 priority practice areas per attorney.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____



Identify your ideal services. Choose 3-5 priority service areas per attorney.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____



Profile your ideal clients. Choose by industry, demographics, geography, etc.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____



Identify the number of new accounts you plan to generate in next 12 months: _____



Identify the dollar value of new business you plan to generate in the next 12 months: \$ _____



Specify in detail how and where you plan to develop new accounts:

Speaking engagements

Publishing opportunities

Public Relations campaigns

Website marketing

Referral networking (who will you meet with and how often)

Membership organizations



Identify plans to develop new business from current and past clients.

Client entertainment

Sell more services to existing accounts

Re-activate former accounts

Introduce new services, perhaps in response to new legislation

Identify “at risk” clients who need special attention

Identify items needed to support your business goals:

What	Who	By When
Brochure		
PowerPoint		
Website		
Other		

Write the “elevator pitch” you will use to introduce your services to others.
Include your specific services, the audience you serve and the key benefits your clients receive.

Important tips for business development:

1. Marketing is a process, not an event. Never stop marketing!
2. New business development takes time. Don't wait until you are desperate.
3. Look for ways to demonstrate your legal knowledge to prospective clients.
4. Maximize referrals.
5. Your current clients are your best source of new business!

**Do you need help creating or implementing a marketing plan?
Call us for a FREE consultation.**

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Thanks for your interest!