

LAW PRACTICE BUSINESS DEVELOPMENT GOAL-SETTING CHECKLIST

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One-Month Business Development Goals

- ☐ Develop and practice my 20-second self-introduction.
- ☐ Get key marketing tools in place (e.g., business cards, website, and other online presence).
- ☐ Research current legal, business, and/or personal challenges my target market faces.
- ☐ Identify publications, groups, events, contacts, to implement my marketing plan.
- ☐ Meet with three professional or other service providers who work with the same target market.
- ☐ List other one-month goals: _____

Three-Month Business Development Goals

- ☐ Set monthly revenue goal: _____
- ☐ Set goal for number of clients or matters: _____
- ☐ Set goal for number of referral sources/potential referral sources: _____
- ☐ Set goal for number of new relationships with people/entities in my target market: _____
- ☐ Set goal for number of marketing/networking events (e.g., articles, blogs, lunches, speaking engagements): _____
- ☐ Set goal for number of CLE seminars or hours of independent study, etc: _____
- ☐ Make a habit of your daily or weekly business development activities.
- ☐ Become comfortable with and use 20-second self-introduction.
- ☐ List other three-month goals: _____

Six-Month Business Development Goals

- ☐ Set monthly revenue goal: _____
- ☐ Set goal for number of clients or matters: _____
- ☐ Set goal for number of referral sources/potential referral sources: _____
- ☐ Set goal for number of new relationships with people/entities in my target market: _____
- ☐ Set goal for number of marketing/networking events (e.g., articles, blogs, lunches, speaking engagements): _____
- ☐ List other six-month goals: _____

Twelve-Month Business Development Goals

- ☐ Set monthly revenue goal: _____
- ☐ Set goal for number of clients or matters: _____
- ☐ Set goal for number of referral sources/potential referral sources: _____
- ☐ Set goal for number of new relationships with people/entities in my target market: _____
- ☐ Set goal for number of marketing/networking events (e.g., articles, blogs, lunches, speaking engagements): _____
- ☐ List other twelve-month goals: _____

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