

MARKETING PLANS TEMPLATE AND COMPLETED

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SAMPLE LAW PRACTICE MARKETING PLAN (TEMPLATE)

1. Legal services to be offered:
2. Ideal niche target market:
3. Business Development Goals:
 - a. one-month business development goals:
 - b. three-month business development goals:
 - c. six-month business development goals:
 - d. twelve-month business development goals:
4. Chosen marketing tactics to develop business:
 - a. _____
 - b. _____
 - c. _____
5. Daily business development activities plan:
6. Marketing budget:

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SAMPLE LAW PRACTICE MARKETING PLAN (COMPLETED)

1. **Legal services to be offered:** employment counseling to employers
2. **Ideal niche target market:** Small health care related entities in my tri-county area (those with fewer than 100 employees).
3. **Business development goals:**
 - a. One-month business development goals:
 - i. Develop and practice my 20-second self-introduction.
 - ii. Get my key marketing tools in place (business cards, website, and other online presence).
 - iii. Research current legal, business, and/or personal challenges that my target market faces.
 - iv. Based on my selected marketing tactics, identify the publications, groups, events, contacts, to implement my marketing tactics.
 - v. Make a list of all of the entities within my target market in the tri-county area.
 - vi. Go through the lists I developed in the Law Practice Target Market Contacts Worksheet and confirm names and current contact information. Set up Google alerts.
 - vii. Start setting up coffees and other times to get together with my contacts.
 - b. Three-month business development goals:
 - i. \$5,000 monthly revenue (from all sources)
 - ii. 3 health care related clients
 - iii. 10 referral sources/potential referral sources and LinkedIn with all of them
 - iv. 12 new relationships with people/entities in my target market (meet two for coffee, lunch, drinks, or at evening event per week)
 - v. Establish a relationship with members of the press or other media interested in issues involving my target market.
 - vi. Write weekly blog posts.
 - vii. Volunteer to organize an event as a member of the State Bar of Michigan's Employment Law Section.

- viii. Become an ICLE Partner and attend ICLE's employment law related seminars.
- ix. Make a habit of your daily or weekly business development activities.
- x. Become comfortable with and use my 20-second self-introduction.
- c. Six-month business development goals:
 - i. \$7,000 monthly revenue (from all sources)
 - ii. 5 health care related clients
 - iii. 15 referral sources/potential referral sources
 - iv. 24 new relationships with people/entities in my target market
 - v. 4 articles published for my target market
 - vi. 3 speaking engagements
 - vii. Write weekly blog posts.
- d. Twelve-month business development goals:
 - i. \$9,000 monthly revenue (from all sources, not just target market)
 - ii. 10 health care related clients
 - iii. 25 referral sources/potential referral sources (take them to lunch two times a year)
 - iv. 48 new relationships with people/entities in my target market
 - v. 8 articles published to be read by my target market
 - vi. 2 articles published about me and my practice
 - vii. 6 speaking engagements to members of my target market, such as lunch and learns for health care office managers
 - viii. Write weekly blog posts about the challenges of small health care offices, based on my college summer work history and one-year post-college graduation employment in an office.
 - ix. Send holiday cards to all of my target market contacts and referral sources.

4. Chosen marketing tactics to develop business:

- a. Write blog based on my experiences in a health care office and publicize links to my blog to my target market.

- b. Deepen my relationships with my contacts (potential referral sources) who are vendors to the target market and then follow through with traditional one-on-one networking with contacts in the market who I meet through them.
- c. Publish or coauthor articles in the materials published by the vendors and supplied to the target market.
- d. Secure speaking engagements with and/or through the vendors and new relationships with the target market.

5. Daily business development activities plan:

- a. Connect on LinkedIn with people in my target market and referral sources as I meet them.
- b. Stay active on LinkedIn, liking their activity and providing information, such as links to each new blog post, on my update bar on my profile.
- c. Repost, with comments, articles related to my target market.
- d. Send LinkedIn requests to potential target market contacts or referrals sources, with a personal note, to four people a week.
- e. Have lunch, coffee, or drinks with a potential referral source each week.
- f. Create a running list of potential blog topics.
- g. Write a blog once a week.
- h. Read about and set up Google alerts on matters related to the vendors, my potential referral sources, etc.
- i. Look for ways to help the vendors and other potential referral sources.

6. Marketing budget: \$10,000

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