

Webinar: Eight Steps to a Better Business Plan

Jim Hassett, Ph.D.

Thursday, February 26, 2009, 12 – 1 PM EST

As economic conditions change, lawyers need to re-evaluate their business plans. The best business plans not only target a promising niche, but also identify efficient tactics to make the best use of lawyers' limited marketing time, to build relationships, and to improve follow-up.

This one hour workshop will provide practical tips and tools to help lawyers develop and implement better business plans, by focusing on eight steps:

1. Identify the tactics that will have the greatest impact for your practice and personality
2. Prioritize your target audiences
3. Commit to a definite number of marketing hours every week
4. List action items that are SMART (specific, measurable, achievable, relevant, and timed)
5. Customize the plan's format to your individual needs
6. Coordinate with others
7. Track time and activity, every week
8. Review the plan quarterly

Each participant will also receive "The LegalBizDev Guide to Business Plans," a .pdf file with sample formats for typical plans, and detailed advice to maximize results.

"Absolutely the perfect approach for lawyers. Jim provides quick and practical guidance on the best ways to improve business development results." – Arnie Herz, Esq., www.LegalSanity.com



Jim Hassett founded LegalBizDev (www.legalbizdev.com) to help lawyers develop new business more quickly by applying best practices from other law firms and from other professions. Before he started working with lawyers, Jim had 20 years of experience as a sales trainer and consultant to companies from American Express to Zurich Financial Services. Jim has published seven books (including *Legal Business Development: A Step by Step Guide* and *The LegalBizDev Desk Reference™*) and more than seventy articles in publications ranging from the *New York Times Magazine* to *Law Firm Inc.* and *Strategies: The Journal of Legal Marketing*. He speaks frequently at law firms, and at professional meetings, including the Massachusetts Bar, and chapters of the Legal Marketing Association

(LMA) in Boston, New York, Philadelphia, Savannah and Vancouver. He has also offered webinars through LMA, the National Law Journal, West LegalEd Center, and the International Lawyers Network. He has a Ph.D. from Harvard University, and is an Adjunct Associate Professor of Psychology at Boston University. His blog *Legal Business Development* was selected by *TechnoLawyer* as one of "the most influential legal blogs." Jim's most recent publication is *The LegalBizDev Success Kit* a multimedia reference tool that helps lawyers develop new business more efficiently, and has been purchased by firms with over 15,000 lawyers.

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Space is limited. To reserve your seat, **REGISTER BY PHONE** (800-498-7246), **BY EMAIL** (info@legalbizdev.com), **BY FAX** (917-386-2733), or **BY MAIL** (LegalBizDev, 25 Mall Road, Suite 300, Burlington, MA 01803).

Register me for the webinar on Thursday, February 26, 2009, 12 – 1 PM EST

| | <i>Number</i> | <i>Cost</i> | <i>Total</i> |
|--|---------------|-------------|--------------|
| Webinar – “Eight steps to a better business plan”. Each participant will also receive “The LegalBizDev Guide to Business Plans,” a .pdf file with sample formats for typical plans, and detailed advice to maximize results. | | \$95 | |

You can set up a computer and speaker phone in a conference room, and invite as many people as you wish.

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OUR UNCONDITIONAL MONEY-BACK GUARANTEE

You will leave this presentation with immediate and practical ideas to improve your business plan and bring in new business for your firm. If you are not completely satisfied with the results, let us know within 30 days. We'll send you a full refund, no questions asked.