

PRIORITIES AND TIME COMMITMENT

Name _____ Date _____

How many hours will you devote to business development every week? _____

Current clients and referral sources Your priority: High Medium Low

This should be the highest priority for most lawyers. List the names of key clients and referral sources here, and action items on the next page.

New clients Your priority: High Medium Low

For most lawyers, the most effective tactic for finding new clients is to build on relationships with people you already know. (See *New clients – Ten steps to find new clients.*) On this page, list or describe ideal new clients. On page two, list action items to build relationships with them.

Increased visibility Your priority: High Medium Low

For some lawyers, especially litigators and those with limited repeat business, the best way to find new clients is to increase visibility, so that very large numbers of people could potentially find you if they needed your services. If visibility is critical for you, on this page list the general tactics that best fit your practice and personality, e.g. speaking, writing, networking meetings, professional associations, publicity and press releases, or other. Then list action items to increase visibility on the next page.

LegalBizDev Two-Page Action Plan

TO DO LIST

Update this To Do list often. Plan advances that are SMART: Specific, Measurable, Achievable, Relevant, and Timed. Verify that your priorities are consistent with the previous page, and can realistically be accomplished in the amount of time you have committed to business development.

Who	Priority	What
Example: Jane Smith at Wylco	High	Schedule a free visit to discuss how the current economic climate is affecting Wylco's business