

THE LEGALBIZDEV TWO PAGE BUSINESS PLAN

PAGE ONE: PRIORITIES

Name _____

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

List or describe ideal new clients below, and action items on the next page.

Increased visibility

Your priority: High Medium Low

This is most important for litigators and others with limited repeat business. Check off the tactics that best fit your practice and personality:

- speaking
- writing
- consistent contact with your top prospects and referral sources
- associations
- networking meetings
- publicity and press releases
- other _____

For background and examples, see The LegalBizDev Desk Reference, p. 26, 33, 75, 81, 82, 85, 102.

PAGE TWO: TO DO LIST

Update this To Do list at least once a week. Write action items that are SMART: specific, measurable, achievable, relevant, and timed. Verify that priorities are consistent with the previous page, and realistic, given the amount of time you have committed to business development.

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

For background and examples, see The LegalBizDev Desk Reference, p. 30, 58, 95.