

Attorney Marketing and Business Development Plan

Name _____ Year _____

Goals

Key Clients, Prospects, and Referral Sources

(3-5 from DRIP Analysis)

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Market Presence

(Organizational Involvement and Role, Writing Opps, Speaking Engagement, Key Conferences, etc.)

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Action Items

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- Decision makers have the authority to hire you and your firm directly for legal services.
- Referral contacts regularly send you business or could be nurtured to do so.
- Influencers play a role in shaping the decision to hire you and your firm, even if they don't have the authority to make the final hiring decision
- Personal contacts are social or personal connections, and many individuals in the above categories may also fall into this group.

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