

## 2011 Individual Business Development Plan: Contingent Practice

### List two of your Strengths:

EXAMPLE: verdicts or filings; membership/leadership position in brain injury association

- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_

What can you do to take added advantage of these?

\_\_\_\_\_

### List two of your primary Weaknesses:

EXAMPLE: dislike social events, don't use social media

- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_

What will you do to improve upon these?

\_\_\_\_\_

### List two Opportunities you see in your practice area:

EXAMPLE: developing a unique expertise, say, in vehicle defects, or referrals from business-only law firms

- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_

What will you do to capitalize on these?

\_\_\_\_\_

### List any Threats to your practice area:

EXAMPLE: Competitors increasing advertising, statutory changes, tort reform

- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_

What will you do to defend against these?

\_\_\_\_\_

### **CURRENT BUSINESS:**

How are you currently obtaining most of your work?

\_\_\_\_\_

In what type of injuries or situations do you want your friends, colleagues and past clients to automatically think to call or refer *you*? Example; seatback failures, medical injuries

- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_

Which one of those situations listed above would you like to focus most heavily on developing more of over the next 12 months? \_\_\_\_\_

Think of your top two or three current referral sources. What trade/social/community organizations are they active in?

Source: \_\_\_\_\_ Organization: \_\_\_\_\_  
Source: \_\_\_\_\_ Organization: \_\_\_\_\_  
Source: \_\_\_\_\_ Organization: \_\_\_\_\_

Are you active in any of these organizations?  Yes  No

Do these sources have continuing education requirements which you might teach?  Yes  No

What trade organizations/associations/community-social groups *are you currently active in*?

\_\_\_\_\_

What trade organizations/associations/community-social groups *would you like to become active in*?

\_\_\_\_\_

## **ACTION PLAN FOR 2011**

Rank your level of interest in the following professional activities: 1- "I'd do it", 2- "I might do that", 3- "I won't do that"

<input type="checkbox"/> Speaking at conferences/seminars <input type="checkbox"/> Writing articles/blogging <input type="checkbox"/> Joining and networking in trade/community group <input type="checkbox"/> Taking a leadership position in a group	<input type="checkbox"/> Teaching targeted CLE or CPE <input type="checkbox"/> Attending targeted industry-related events <input type="checkbox"/> Targeted pro bono or community relations work <input type="checkbox"/> Other (please specify) _____
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For each item you ranked with a "1" list at least two actions you will take:

Activity: \_\_\_\_\_

✓ Action: \_\_\_\_\_ Deadline: \_\_\_\_\_

✓ Action: \_\_\_\_\_ Deadline: \_\_\_\_\_

Activity: \_\_\_\_\_

✓ Action: \_\_\_\_\_ Deadline: \_\_\_\_\_

✓ Action: \_\_\_\_\_ Deadline: \_\_\_\_\_

Activity: \_\_\_\_\_

✓ Action: \_\_\_\_\_ Deadline: \_\_\_\_\_

✓ Action: \_\_\_\_\_ Deadline: \_\_\_\_\_

List two prospective groups of referral sources who are commonly involved in your more desirable cases.

Examples: MADD or brain injury victim advocates, law enforcement officers, occupational therapists, right-of-way professionals

✓ \_\_\_\_\_

✓ \_\_\_\_\_

What actions will you take to better familiarize yourself within these industries and the key meetings, continuing education and organizations serving each? Calendar deadlines.

✓ Action: \_\_\_\_\_ Deadline: \_\_\_\_\_

✓ Action: \_\_\_\_\_ Deadline: \_\_\_\_\_

Identify three entirely new referral sources by name, company/agency, industry (e.g., John Doe/Numbers, Inc./Accounting):

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

What actions will you take to proactively move closer to a reciprocal referral relationship?

✓ Action: \_\_\_\_\_ Deadline: \_\_\_\_\_

✓ Action: \_\_\_\_\_ Deadline: \_\_\_\_\_

✓ Action: \_\_\_\_\_ Deadline: \_\_\_\_\_

With whom will you discuss this plan as you progress this year? Name: \_\_\_\_\_ and how often? Every \_\_\_\_\_ days. Calendar these updates.

How will you reward yourself when key items are completed? \_\_\_\_\_