

NAME _____ DATE _____

2011 Individual Business Development Plan: Family Law

List two of your primary Strengths:

EXAMPLE: numerous referral sources; memberships in bar or community groups

- ✓ _____
- ✓ _____

What can you do to take better advantage of these?

List two of your primary Weaknesses:

EXAMPLE: dislike social events, don't like to ask for referrals

- ✓ _____
- ✓ _____

What can you do to improve upon these?

List two primary Opportunities you see in your local

market: EXAMPLE: retirement of a senior competing lawyer, emerging sub-specialty such as collaborative cases or grandparent or fathers rights

- ✓ _____
- ✓ _____

What can you do to capitalize on these?

List any Threats to your practice area:

EXAMPLE: changes in the law, national firms entering your market; firms specializing in, say, father's rights

- ✓ _____
- ✓ _____

What can you do to defend against these?

CURRENT BUSINESS:

From what sources have you obtained 25% or more of your work in the past 12-24 months?

EXAMPLE: mental health professionals, criminal lawyers, business lawyers, judges, fellow club or bar association members

Think of your three most desirable clients in the past 12 months and the referral sources associated with each. What trade/community organizations are they members of?

Client: _____ Organization: _____

Client: _____ Organization: _____

Client: _____ Organization: _____

Can you be active in any of these organizations? Yes No

What trade organizations/associations *are you currently active in?* _____

What trade organizations/associations *would you like to become active in?* _____

ACTION PLAN FOR 2011

Rank your level of interest in the following professional activities:
 (1 = "I'll do it"; 2 = "I might do it"; 3 = "I won't do it")

- | | |
|--|--|
| <p>_____ Speaking at conferences/seminars</p> <p>_____ Writing articles/blogging</p> <p>_____ Joining and networking in a trade or community group</p> <p>_____ Taking a leadership position in such a group</p> | <p>_____ Teaching targeted CLE or CPE to referral sources</p> <p>_____ Targeted pro bono or community relations work</p> <p>_____ Other (please specify)</p> |
|--|--|

For each item you ranked with a "1" list at least two actions you can take:

Activity: _____

✓ Action: _____ Deadline: _____

✓ Action: _____ Deadline: _____

Activity: _____

✓ Action: _____ Deadline: _____

✓ Action: _____ Deadline: _____

Activity: _____

✓ Action: _____ Deadline: _____

✓ Action: _____ Deadline: _____

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

✓ _____

✓ _____

✓ _____

What actions will you take to obtain an initial or more referral(s) from each? Calendar these deadlines.

✓ Source/Action: _____ Deadline: _____

✓ Source/Action: _____ Deadline: _____

✓ Source/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 actions listed above are completed? _____
