LAW PRACTICE BUSINESS DEVELOPMENT
GOAL-SETTING CHECKLIST

One-Month Business Development Goals

☐ Develop and practice my 20-second self-introduction.
☐ Get key marketing tools in place (e.g., business cards, website, and other online presence).
☐ Research current legal, business, and/or personal challenges my target market faces.
☐ Identify publications, groups, events, contacts, to implement my marketing plan.
☐ Meet with three professional or other service providers who work with the same target market.
☐ List other one-month goals: ______________________________________________________

Three-Month Business Development Goals

☐ Set monthly revenue goal: ________
☐ Set goal for number of clients or matters: ________
☐ Set goal for number of referral sources/potential referral sources: ________
☐ Set goal for number of new relationships with people/entities in my target market: ________
☐ Set goal for number of marketing/networking events (e.g., articles, blogs, lunches, speaking engagements): ________
☐ Set goal for number of CLE seminars or hours of independent study, etc: ________
☐ Make a habit of your daily or weekly business development activities.
☐ Become comfortable with and use 20-second self-introduction.
☐ List other three-month goals: ____________________________________________________

Six-Month Business Development Goals

☐ Set monthly revenue goal: ________
☐ Set goal for number of clients or matters: ________
☐ Set goal for number of referral sources/potential referral sources: ________
☐ Set goal for number of new relationships with people/entities in my target market: ________
☐ Set goal for number of marketing/networking events (e.g., articles, blogs, lunches, speaking engagements): ________
☐ List other six-month goals: _____________________________________________________

Twelve-Month Business Development Goals

☐ Set monthly revenue goal: ________
☐ Set goal for number of clients or matters: ________
☐ Set goal for number of referral sources/potential referral sources: ________
☐ Set goal for number of new relationships with people/entities in my target market: ________
☐ Set goal for number of marketing/networking events (e.g., articles, blogs, lunches, speaking engagements): ________
☐ List other twelve-month goals: __________________________________________________
IMPORTANT NOTICES

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