MARKETING PLANS
TEMPLATE AND COMPLETED

SAMPLE LAW PRACTICE MARKETING PLAN (TEMPLATE)

1. Legal services to be offered:

2. Ideal niche target market:

3. Business Development Goals:
   a. one-month business development goals:
   b. three-month business development goals:
   c. six-month business development goals:
   d. twelve-month business development goals:

4. Chosen marketing tactics to develop business:
   a. ________________________
   b. ________________________
   c. ________________________

5. Daily business development activities plan:

6. Marketing budget:

Courtesy of the Institute of Continuing Legal Education (ICLE).

SAMPLE LAW PRACTICE MARKETING PLAN (COMPLETED)

1. Legal services to be offered: employment counseling to employers

2. Ideal niche target market: Small health care related entities in my tri-county area (those with fewer than 100 employees).

3. Business development goals:
   a. One-month business development goals:
      i. Develop and practice my 20-second self-introduction.
      ii. Get my key marketing tools in place (business cards, website, and other online presence).
      iii. Research current legal, business, and/or personal challenges that my target market faces.
      iv. Based on my selected marketing tactics, identify the publications, groups, events, contacts, to implement my marketing tactics.
      v. Make a list of all of the entities within my target market in the tri-county area.
      vi. Go through the lists I developed in the Law Practice Target Market Contacts Worksheet and confirm names and current contact information. Set up Google alerts.
      vii. Start setting up coffees and other times to get together with my contacts.
   b. Three-month business development goals:
      i. $5,000 monthly revenue (from all sources)
      ii. 3 health care related clients
      iii. 10 referral sources/potential referral sources and LinkedIn with all of them
      iv. 12 new relationships with people/entities in my target market (meet two for coffee, lunch, drinks, or at evening event per week)
      v. Establish a relationship with members of the press or other media interested in issues involving my target market.
      vi. Write weekly blog posts.
      vii. Volunteer to organize an event as a member of the State Bar of Michigan’s Employment Law Section.
viii. Become an ICLE Partner and attend ICLE’s employment law related seminars.

ix. Make a habit of your daily or weekly business development activities.

x. Become comfortable with and use my 20-second self-introduction.

c. Six-month business development goals:

i. $7,000 monthly revenue (from all sources)

ii. 5 health care related clients

iii. 15 referral sources/potential referral sources

iv. 24 new relationships with people/entities in my target market

v. 4 articles published for my target market

vi. 3 speaking engagements

vii. Write weekly blog posts.

d. Twelve-month business development goals:

i. $9,000 monthly revenue (from all sources, not just target market)

ii. 10 health care related clients

iii. 25 referral sources/potential referral sources (take them to lunch two times a year)

iv. 48 new relationships with people/entities in my target market

v. 8 articles published to be read by my target market

vi. 2 articles published about me and my practice

vii. 6 speaking engagements to members of my target market, such as lunch and learns for health care office managers

viii. Write weekly blog posts about the challenges of small health care offices, based on my college summer work history and one-year post-college graduation employment in an office.

ix. Send holiday cards to all of my target market contacts and referral sources.

4. Chosen marketing tactics to develop business:

a. Write blog based on my experiences in a health care office and publicize links to my blog to my target market.
b. Deepen my relationships with my contacts (potential referral sources) who are vendors to the target market and then follow through with traditional one-on-one networking with contacts in the market who I meet through them.

c. Publish or coauthor articles in the materials published by the vendors and supplied to the target market.

d. Secure speaking engagements with and/or through the vendors and new relationships with the target market.

5. **Daily business development activities plan:**

   a. Connect on LinkedIn with people in my target market and referral sources as I meet them.

   b. Stay active on LinkedIn, liking their activity and providing information, such as links to each new blog post, on my update bar on my profile.

   c. Repost, with comments, articles related to my target market.

   d. Send LinkedIn requests to potential target market contacts or referrals sources, with a personal note, to four people a week.

   e. Have lunch, coffee, or drinks with a potential referral source each week.

   f. Create a running list of potential blog topics.

   g. Write a blog once a week.

   h. Read about and set up Google alerts on matters related to the vendors, my potential referral sources, etc.

   i. Look for ways to help the vendors and other potential referral sources.

6. **Marketing budget:** $10,000

---

Courtesy of the [Institute of Continuing Legal Education](http://icle.org) (ICLE).

This material is reprinted with permission from the How-to Kit, "Create a Marketing Plan for Your Small Law Firm," by Elizabeth A. Jolliffe, © (2013) the Institute of Continuing Legal Education, [www.icle.org](http://ICLE). The forms are reprinted with permission from Elizabeth A. Jolliffe, Your Benchmark Coach, [www.yourbenchmarkcoach.com](http://www.yourbenchmarkcoach.com).