

NAME _____ DATE _____

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 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, fathers rights

- ✓ _____
- ✓ _____

What can you do to defend against these?

CURRENT BUSINESS:

List the sources by occupation/specialty from which you have obtained desirable cases in the past 12-24 months EXAMPLE: Mental health professionals, criminal lawyers, past clients, business lawyers, judges, fellow club or bar association members

Of what trade/community organizations are those referrals sources you listed above members?

Source: _____ Organization: _____

Source: _____ Organization: _____

Source: _____ Organization: _____

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

What other trade organizations/associations/community activities *are you currently active in?*

What other trade organizations/associations/community activities *would you like to become active in?*

What other group have you looked at as a source of referrals or clients that has simply not worked over the past 12-18 months? Is it time to drop this group, or refocus your efforts there?

ACTION PLAN

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

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

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 (i.e., 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? _____