

Marketing and Business Development for Lawyers

12 Strategic Questions

1. What marketing tactics appeal most to you? Consider how these tactics fit with your personality, practice, and targeted prospective clients.

- Writing
- Speaking
- Social media
- Teaching
- In-person networking
- Business association activities
- Community association activities
- Bar activities
- Client industry conference participation
- Client business management participation
- Email signature, voicemail message, office environment, personal style

2. What areas of your practice are growing and require more attention?

- Are you a generalist or a specialist?
- Does your practice have a niche?
- Can you make a specific niche within your practice?

3. How do other lawyers grow their practices?

- Consider lawyers you admire, and ask how they cultivate clients.
- Look within your firm at how colleagues have been successful and consider if tactics used by them are workable for you.

4. How can social media help?

- When did you last update your online bio?
- Does client work appear on your bio? How can you make this happen?
- Do articles and/or presentations appear on your bio?
- Do associations, community or professional involvements appear on your bio?
- Do you have a LinkedIn Profile?
- Does your LinkedIn profile match your firm bio?
- Is there a link from your LinkedIn profile to your firm bio?

5. Current, quiet and past clients

- When did your last connect with current clients to ask for feedback, tips and/or referrals?
- Can you reconnect with clients who have gone quiet to ask if their needs have changed and explain how your practice has changed since you last worked together?
- Can you reconnect with past clients to ask how they're doing, explain how your practice has changed and inquire if/how you can help?

6. Who are the people in your variety of networks that can help?

- Clients
- Professional contacts
- Colleagues
- Personal friends
- Your firm's marketing team (if one exists)

7. Should you consider a buddy system?

- Are there professional service providers who provide complementary offerings with whom you can partner?
- Are there colleagues within the legal profession who would be good partners for you?
- Who are these people – ask if/how you might be able to work together

8. Do you have a mentor?

- Is there someone further along in his or her career that can help guide you?
- Is there someone you can rely upon to provide honest and helpful feedback?
- Might professional coaching help?

9. How often do you reassess your goals and plans to achieve them?

- How do those goals change as you get older and/or further in your career?
- How do you balance life-family-work?

10. How do you focus on obtainable goals?

- Choose two or three marketing tactics you like and can accomplish within three-six-nine- and twelve-month periods.
- Perhaps attend conferences and make connections.
- Ask clients for 10 minutes maximum off the clock to provide feedback, tips, and ideas of what you can do better. Follow through then report back.
- Update your online profile(s).

11. What is your personal brand?

- What kind of person are you?
- What are your unique skills and talents?
- What is different about the services you provide and how you provide them?
- Does your personal appearance and style match with who you are?
- Does your online presence support your personal brand?

12. What types of support do you need?

- Scheduled weekly non-billable time?
- Budgetary support for marketing yourself?
- Budgetary support for client development?