

**Marketing and Business Development for Women Lawyers**  
**12 Strategic and Tactical Questions for Consideration**

- 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 women lawyers grow their practices?**
  - Consider women 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, and/or community/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?

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- 6. Who are the people in your variety of networks that can help?**
  - Clients
  - Professional contacts
  - Colleagues
  - Personal friends
  - Your firm's marketing team
  
- 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?