

- Which members of voluntary bar associations, trade associations, non profits, hobby groups or charities do you know who are potential referral sources? What is their contact information?

- Who else do you know, whether from your house of worship, your children's school, your children's sporting teams, or anywhere else, who are potential referral sources? What is their contact information?

- What are your practice areas?

- Do you have a niche practice? What is it?

- If you don't have a niche practice, do you want one? If so, which one?

- In the legal community, what practice area or areas are you considered an expert in? By whom? Why?

- If you're not considered an expert in or more practice areas, what area do you want to become an expert in? Why?

- Considering clients tend to gravitate to lawyers who are considered experts in their fields, in what practice area or areas do you want to be considered an expert in and what steps should you take to attain that reputation and status?

- Which lawyers are considered experts in your practice areas, and what distinguishes them? Can you recreate what they have done to achieve their reputations as experts in their fields?

- Which referral sources do you want to meet for breakfast, lunch, coffee or drinks over the next year? When?

- Which referral sources do you want to call, e-mail, write or text over the next year? When?
- What involvement do you want in voluntary bar associations, trade associations or non profits over the next year?
- What leadership positions in voluntary bar associations, trade associations or non profits do you want to pursue over the next year?
- What speeches, presentations, CLE, webinars, podcasts or other speaking opportunities do you want to pursue over the next year?
- What books, articles, blog posts, blurbs or other writing opportunities do you want to pursue over the next year?
- Do you have a social media strategy for marketing yourself? What is it?

- Do you consider yourself as having a brand? If so, what is it? How would you describe it?
 - What do you want your professional brand to be? How do you plan on achieving it?
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- How much money do you need to pursue your business development and marketing efforts over the next year? What would your budget be if you included and added up all your prospective costs (registration for conferences, travel, hotel, lunches, coffee meetings, etc)?
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- What other efforts do you want to expend over the next year to develop business or market your practice (or firm)?