Our Business Development Plan

• What practice areas does the firm want to pursue and grow?

• What types of clients does the firm want to pursue?

• What specific clients does the firm want to pursue?

• What aspects of business development and marketing does the firm want to spend resources (time and money) on? How much time and money?

• What should the firm's marketing budget be? What should partners' marketing budget be? Associates?

• What are the principles that should direct the firm's marketing efforts?

• What direction should be offered to partners when marketing? To associates?

• How should practice groups market their practice?

• How should individual attorneys market their practice?

• How can the firm use its website to market itself?

• How can the firm use social media to market itself?

• How else can your firm market itself?