

2011 ATTORNEY BUSINESS PLAN

I. BUSINESS DEVELOPMENT GOALS FOR 2011

- A. Make contact with 4 loose tie contacts per month
- B. Write 3 articles annually
- C. Speak at 2 industry meetings
- D. Develop internet presence
 - 1. Twitter
 - a. daily tweets
 - b. identify valuable content
 - c. identify target followers
 - 2. Linked-In
 - a. update profile
 - b. add connections
 - c. use articles provide to maximize benefits
- E. Develop XXX connections
- F. Prepare 4 client specifics legal primers
- G. Obtain 2 new clients this year
- H. Improve technological capabilities
 - 1. Ipad
 - a. Tweetdeck
 - b. Hootsuite
 - c. Zite
 - 2. Iphone

- a. Identify productive apps
 - b. Create contact grouping lists
3. Use Apple store personnel to identify beneficial uses

II. TOTAL BILLABLE AND NON-BILLABLE HOURS

A.	Billable Hours	2010 = 2100	2011 = 1800
B.	Non-Billable Hours	2010 = 100	2011 = 400
C.	Non-Billable Activities		
	1. Profile Building		100 hours
	2. Relationship Building		200 hours
	3. CLE / Professional Improvement		60 hours
	4. Pro Bono		40 hours

III. PROFILE BUILDING

- A. Establish Internet Presence
 1. Create Twitter Account (Done)
 - a. Learn how to attract “sweet spot” followers
 2. Update Linked-In Account (Done)
 - b. Increase Contacts (went from 50 – almost 500 in 90 days)
 3. Integrate Accounts with Firm Bio (Done)
 - a. Update YYYYAttorney Profile (In Progress)
 - b. Add photos to Twitter and Linked-In (Done)
 - c. Reconcile Twitter color palette with Firm (Done)
 - d. Learn firm “tweet” protocol (In Progress)
 4. Acquire marketing-friendly devices (September 2011)

- a. Ipad
- b. Iphone

B. Professional / Bar Organizations

1. BAR

- a. Attend seminars and meetings
- b. Explore speaking opportunities
- c. Attend golf outing with loose-tie referral source

2. College Law School Alumni Association

- a. Plan 2011 Reunion (Done)
- b. Plan 2012 Reunion
- c. Research speaking opportunities at law school
- d. Get involved with Employment Law Clinic

C. Community / Civic Activities

1. Coach Little League teams

- a. Establish Loose-Tie referral sources
- b. Establish business connections with team parents
- c. Establish connections with League Board

2. AAAA

- a. Establish reciprocity in business relationship
- b. Establish business aspect of personal relationships

3. BBBB

- a. Join Club (Done)
- b. Develop Relationships
- c. "Actively" Participate
 - i. Volunteer for Membership Committee

ii. Plan Member Dinners

D. Trade and Industry Associations

1. CCCCCC

- a. Attend seminars and meetings
- b. Explore speaking opportunities
- c. Attend golf outing to make new contact

2. DDDDD

- a. Attend Breakfast meetings
- b. Explore speaking / writing opportunities

E. Written Product

1. Potential Articles

- a. Hiring Tips
- b. How to Evaluate an Employee
- c. The Importance of Preserving Electronic Evidence

2. Client Specific Legal Primers

- a. Handling Accommodation Requests
- b. Terminating Employees
- c. Managing Employment Claims
- d. Preventing OSHA claims

IV. RELATIONSHIP BUILDING

A. Existing Clients

1. Prepare Client Contact Database
2. Establish Google Alert and Google Reader for all clients
3. Establish tickler system for staying in touch with contacts
4. Establish personal connections with client contacts
5. Expand existing client business
 - a. Explore other areas of potential business
 - b. Cross-market to other EEEEE departments
6. Forge Future Relations
 - a. Organize Client Appreciation Golf Outing (Scheduled)
 - i. Think about EEEEE “Branding”
 - ii. Provide Gift Bags
 - iii. Research Companies / Issues
 - iv. Be prepared to demonstrate business partnership
 - b. Organize Client Appreciation Cocktail Reception
 - c. Facilitate Cross-Marketing Amongst Clients
 - d. Plan Face to Face Meetings
 1. AAAAA (Done)
 2. BBBB (Done)
 3. CCCC (Scheduled)
 4. DDDD (Scheduled)
 5. EEEEs (Scheduled)
 6. FFFFF (Scheduled)
 7. GGGGG (Scheduled)
 8. HHHH (Scheduled)
7. Identify and Maximize Relationship Groups

- a. High School (Facebook)
 - b. College (Facebook / Twitter)
 - c. Law School (Twitter)
 8. Plan Relationship Group Meetings to Forge Bonds
 - a. High School – Reunion 2012
 - b. College – Fishing Trip (Done)
 - c. Law School – Alumni Meeting (Done)
 9. Prepare Existing Client / Company Telephone Book
- B. Potential Clients
1. Identify Potential Clients and Sweet Spot Industries
 2. Create Loose Connection Telephone Book
 3. Direct Internet Market toward Sweet Spot
 4. Increase Attorney Exposure with Target Clients
 5. Make Direct Contact with Potential Clients
 - a. Identify Known Internal Connections
 - b. Use Google Alerts to identify information of value to facilitate introduction
 - c. Use targeted mailings of firm brochures with relevant articles and/or information of value to potential client
 6. Follow Potential Clients on Twitter and Linked-In
 7. Add Loose Connections to Contacts on Linked-In
 8. Prepare List of Potential Loose Connections from In-House Counsel Directory
 9. Identify and Enhance Awareness of Potential Client Opportunities

- a. AAAA
- b. BBBB
- c. CCCC

C. Existing Referral Sources

- 1. Solidify Existing Referral Sources
 - a. DDDD
 - b. EEEE
 - c. FFFF
- 2. Identify Cross Marketing Opportunities
- 3. Maintain Contact

D. Potential Referral Sources

- 1. Identify Potential Referral Sources
 - a. AAA
 - b. BBBB
 - c. CCCC
 - d. DDDD
- 2. Identify Cross Marketing Opportunities
- 3. Establish Connections
 - a. In-Person Meetings / Lunch
 - b. Firm Brochure Mailings
 - c. Social Meetings / Golf
 - i. AAAA Outing

- ii. BBBB Outing
- iii. CCC Outing
- iv. DDD Outing

E. Internal Marketing Activities

- 1. Establish Connections with Coaching Participants
- 2. Identify Cross-Marketing Opportunities
- 3. Share Client Database / Marketing Ideas
- 4. Prepare and Share Book Digests
- 5. Identify Potential Group Speaking Opportunities
- 6. Build Internal Law Firm Relationships
 - a. Arrange Cocktail Party (Scheduled)
 - b. Arrange Golf Outing
 - c. Identify Cross-Marketing Partners

V. CONTINUING EDUCATION / PERSONAL IMPROVEMENT

A. Legal Education

- 1. Attend Evidence Seminar and Leverage Material for Marketing
- 2. Attend ADA Seminar and Leverage Material for Marketing
- 3. Identify Good Electronic Periodicals for Tweeting Material
 - a. Workforce Management
 - b. Employment Law 360

B. Business / Industry Education

- 1. Invest Time in Learning AAAA Business

- a. Read “XXXX”
 - b. Read “YYYY”
 - 2. Invest Time in Learning Top Client Business
 - a. Develop Top Client Business Repository
 - b. Follow Clients through Google Alert
- C. Leadership, Writing, Speaking or Management Education
 - 1. How to Win Friends and Influence Others
 - 2. Seven Habits of Highly Effective People
 - 3. Advanced Legal Writing for Lawyers
 - 4. Marketing for Lawyers
- D. Firm In-House Education
 - 1. Attend In-House Seminars and Leverage Materials for Marketing
 - 2. Learn about Firm Attorneys for Cross-Marketing
 - 3. Learn about Firm Administrative Departments
 - a. Maximize Firm Resources
 - b. Synergize to Enhance Marketing Initiatives
 - 1. E.g., Golf Outing Flyers
 - 2. Knowledge Management for info of value
 - 3. Tap Marketing Department Capabilities
 - 4. Tap IT capabilities

VI. PRO BONO

- A. Make Time for “One-Off” Inquiries

B. Offer Non-Billed Time for High Value Clients