

TheRemsenGroup

Smart Marketing for the Forward Thinking Law Firm

Your Guide to Developing Your Personal Marketing Plan ...and Why Every Lawyer Should Have One

by John Remsen, Jr.

In my humble opinion, every lawyer in private practice -- regardless of how many years practicing law -- should have a Personal Marketing Plan. Here's why:

You Will Seize Control of Your Career

Creating and implementing your Personal Marketing Plan enables you to seize control of your career. In time, it puts you in a position to attract and retain clients you enjoy, and matters you find challenging and interesting. You will also be less dependent on others to feed you. There are two kinds of lawyers in private practice: lawyers with clients, and lawyers who work for lawyers with clients. Which would you rather be?

You Will Make More Money

Rainmakers make more money -- *often a whole lot more money* -- than non-rainmakers in just about every law firm in the U.S. Chances are you've heard the terms "finders, minders and grinders." Trust me; the action is with the finders.

You Will Have More Clout in the Firm

Lawyers who bring in business also have more power within their firms. Over time, they emerge as firm leaders, influencing important decisions about the firm, its policies and procedures, and its future direction.

How Much Time Should You Invest?

Of course, *implementing* your plan is the key to success...and it takes time. Non-billable time. I recommend that Partners invest 200 hours a year, and 100 hours a year for Associates. It's critical you do a little bit every day. Fifteen minutes here. A half-hour there. Effective marketing and business development is not a "start-stop" process. It's like an exercise regimen...results come with consistency over time.

What Types of Things Should You Do?

Partners should visit top clients at the clients' places of business each year. (Refer to my previous Marketing Tip about Client Site Visits.) Associates should focus first on honing their legal skills and "credentialing" activities. For all attorneys, lunch once a week with a client, prospective client or referral source is a good habit. Joining and being actively involved in a well-chosen organization is another good thing to do. (Refer to my previous Marketing Tip about Individual Marketing Plans.) Article writing and speech giving are good activities, as well.

Make the Commitment to Yourself

Of course, developing and implementing your Personal Marketing Plan requires non-billable time. And, herein lies the dilemma for many lawyers. Non-billable "marketing time" is not rewarded -- and sometimes not even measured -- in many law firms. No matter, you should invest the time anyway. In his book *True Professionalism*, David Maister states that billable hours are for today's income, but what you do with your non-billable time determines your future. I couldn't agree more.

Just Do It!

The following pages set forth our outline for an effective, well-focused Individual Attorney Marketing Plan. Before the New Year begins, I suggest that you take the time to review this outline, develop your Personal Marketing Plan, and commit to its implementation in 2008.

Happy marketing!

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INDIVIDUAL ATTORNEY MARKETING PLAN

NAME OF ATTORNEY: _____

AREA(S) OF PRACTICE: _____
(the fewer, the better)

TARGET AUDIENCE(S): _____
(the fewer, the better)

YOUR TOP FIVE CLIENTS

List below your top five clients over the next 12 months. They need not be the biggest in terms of current revenue, but they provide lucrative, desirable legal work and there is strong potential for much more.

<u>Client Name</u>	<u>Description of Matter(s)</u>	<u>Estimated Fees Over Next 12 Months</u>
1) _____	_____	_____
2) _____	_____	_____
3) _____	_____	_____
4) _____	_____	_____
5) _____	_____	_____

YOUR "A" LIST

Next, list below ***at least*** 15 key contacts with whom you will proactively build and enhance your relationships over the next 12 months. These contacts should include existing clients, prospective clients and/or referral sources.

Recommended relationship building activities include Client Site Visits (for clients and referral sources), ongoing personal contact, hand-written notes, regular meeting dates, invitations to Firm-sponsored seminars, entertainment, holiday card/gift, add contact to Firm's mailing list, etc.

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YOUR "A" LIST (Cont'd)

Name	Company	Relationship Building Activities
1) _____	_____	_____
2) _____	_____	_____
3) _____	_____	_____
4) _____	_____	_____
5) _____	_____	_____
6) _____	_____	_____
7) _____	_____	_____
8) _____	_____	_____
9) _____	_____	_____
10) _____	_____	_____
11) _____	_____	_____
12) _____	_____	_____
13) _____	_____	_____
14) _____	_____	_____
15) _____	_____	_____

Activity Codes: G= Golf, FG= Football Game, BG= Baseball Game, L/D= Regular Lunch/Dinner, CSV= Client Site Visit, HP= Holiday Party, etc.

ORGANIZATIONAL INVOLVEMENT

List below the organizations to which you belong, your current level of involvement and your goals during the next 12 months.

Bar Associations (List organizations by name)	Current Involvement	Goals for Next 12 Months
_____	_____	_____
_____	_____	_____
_____	_____	_____

Industry Associations / Other Organizations

_____	_____	_____
_____	_____	_____
_____	_____	_____

SPEECHES AND SEMINARS

List below any speeches you intend to present, or seminars at which you will speak during the next 12 months.

Organization	Topic	Date
_____	_____	_____
_____	_____	_____
_____	_____	_____

BY-LINED ARTICLES

List below any by-lined articles you intend to write during the next 12 months.

Publication	Topic	Date
_____	_____	_____
_____	_____	_____

**OTHER CONTRIBUTIONS TO FIRM'S
MARKETING GOALS AND OBJECTIVES**

Please list below any additional contributions you intend to make to the Firm's marketing program over the next 12 months.

YOUR STRENGTHS AS A MARKETER

Finally, please rate what you think your strengths are as a marketer on a 1-10 scale with 10 as the highest score.

	Poor										Excellent
One-on-One Interaction	1	2	3	4	5	6	7	8	9	10	
Organizational Involvement	1	2	3	4	5	6	7	8	9	10	
Personal Networking	1	2	3	4	5	6	7	8	9	10	
Public Speaking	1	2	3	4	5	6	7	8	9	10	
Writing Articles	1	2	3	4	5	6	7	8	9	10	
Organizing an Event	1	2	3	4	5	6	7	8	9	10	
Other (please specify _____)	1	2	3	4	5	6	7	8	9	10	

TIME COMMITMENT

Please indicate the total number of hours you intend to devote to marketing and business development activities over the next 12 months.

_____ hours

BUDGET REQUESTED

Please indicate the dollars you are requesting for marketing and business development activities over the next 12 months.

\$ _____

SIGNATURE: _____

DATE: _____