

How to Implement Law Office Marketing Strategies

The information provided and the opinions expressed in this monograph are solely those of the author. Neither the State Bar of Texas nor the author are rendering legal, accounting or professional advice and assume no liability in connection with the suggestions, opinions, or products mentioned.

Law Office Marketing Plan

The purpose of a law office marketing plan is to help identify and cultivate your client base by implementing strategies to rouse interest in your services. This checklist is designed with the intent to assist attorneys in the objective of implementing and recording the progress of marketing their practice. All of the strategies should be evaluated with the goal of getting word out about you and your service to current and potential clients. To what extent any of the following can help you achieve your marketing efforts will vary according to practice area and individual application of strategies listed. Start by reviewing your current marketing plan and adjust your overall business plan accordingly. Make certain your marketing efforts do not conflict with current advertising rules or rules of Professional Conduct.

Strategies

Complete the following sentences then highlight the strategies below that meet your goals. As you accomplish each goal every month, write down the date in the column to the right. Periodically review and adjust your goals to meet changes in your practice.

To date my marketing plan involves...

My goals from this point forward are...

In order to achieve my goals I will...

[illegible]

Volunteer time for selected <i>pro bono</i> work	
Track business development each month	
Spend one-half hour to evaluate effectiveness of development efforts	
Revise personal marketing plan	
Review business plan	
Review personal goals	
Follow up on one above strategy not accomplished month before	