

22 Business Development Planning Questions

1. Please describe your personal marketing and client development efforts to date? What's worked, what hasn't and why?
2. What are the greatest impediments you face regarding your personal business development efforts?
3. What would you like to achieve with your marketing efforts? I.e. What are your marketing goals or objectives?
4. What business development activities do you implement regularly and/or hope to implement in the future?
5. Please list your top 5 existing clients with whom you have the best relationship and what do you think are the future needs, issues, legal problems, and/or lawsuits each of these clients faces?
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
6. Which of these existing clients do you think have the greatest potential for more legal work?
7. Have you directly verified that each of these existing clients is highly satisfied with the legal services they receive from the firm?
8. Who are your key contacts at each of these clients? Are these contacts decision-makers? If not, do you know the decision-makers?
9. Do you think these clients would benefit from and/or find value in an electronic interface with the firm (i.e. client-extranet/billing access/network)?
10. Have you asked these existing clients for referrals? If so, how have you contacted those you are referred to?
11. Please list your top 3 referral sources. What types of work do they refer to you and how many referrals do you receive from them each year?

	<u>Name</u>	<u>Type of Work</u>	<u>Number of Referrals</u>
1.			
2.			
3.			

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