

Update your bio
and social media
profiles with
current activities

Write, practice,
and perfect your
individual and firm
elevator pitch

Spend some time
reviewing your contact
list to better know
who you know


Marketing & Business Development Matrix

Set a list of 5
manageable annual
goals and review these
with your practice
group leader


Make one of
these goals
something out
of your comfort
zone


Identify 5 viable
client prospects and
conduct research
on their companies


Devise a strategy
for developing a
relationship with
one decision-
maker at each


Schedule some
time to write
and distribute
these articles

List 3 legal topics or
business changes that
will impact clients
and prospects

Make a list of 5
clients that show
growth potential


Schedule time to gather
feedback on service
delivery and satisfaction

Make a list of your
Top 10 clients and referral
sources with their
contact information
[Keep it handy]


Devise a strategy
and frequency
for staying in
contact with
these clients