

Power Tips for Creating a Law Firm Marketing Plan - Part 2 of 3

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In our first tip, we looked at the necessity of having a written plan. The remaining tips build on the foundation that a written plan provides.

Make Sure Your Goals are S.M.A.R.T. Goals

This is a well known acronym for Specific, Measurable, Achievable, Results-oriented, and Timed. A good goal needs to incorporate all of these criteria. It is not sufficient to say “I want to be a millionaire lawyer.” That statement may be measurable, but does not include time frames; it does not lay out a specific game plan for how you will accomplish this goal.



An example of a SMART goal is: I want to meet in person with a minimum of 4 different potential referral sources every month for the next 6 months and ask them to send me business.”

Ask Someone to Hold You Accountable.

Accountability is key when it comes to keeping your marketing commitments. Whether it’s your firm partner, an attorney in a different firm, or a law firm marketing consultant, set up a regular time to meet with someone you trust and who has your best interests at heart and request they keep you accountable. Simply knowing that they will ask you about your progress every week can make a big difference to a lot of people.

Make Your Goals Smaller

While this may seem contradictory at first, we have found that sometimes setting a goal that’s so big it feels unreachable actually kills your motivation. Break up your long-term goals into smaller ones that you can reach on a regular basis.

For example, gaining 50 new clients in the next 12 months may sound overwhelming, but this works out to about 1 per week. If you know that you convert 50% of prospects that come to your legal practice then you only need 2 new people to walk in your door per week in order to achieve your goal.

While setting a goal of landing 50 new clients may feel overwhelming, by breaking it down into smaller, more actionable steps you can stay focused on achieving your goal.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

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