

Business Development Checklist

Use this checklist during the 30-60 minutes you have scheduled in your calendar for business development. Focus on 1 or 2 actions at a time depending on your timeframe. Record your progress.

Foster Referral Relationships

1. Make a list of top referral sources. To determine your top referral sources ask yourself:
 - a. Where are your top clients referred from?
 - b. Who have you met recently at networking events?
 - c. What lawyers have referred clients to you?
 - d. Which former clients have referred clients to you?
2. Update your referral list. Continue to build your list and prioritize who your most important contacts are.
3. Send an e-mail to two referral sources checking in.
4. Reach out to one former client.
5. Ask a colleague or former client to lunch/coffee to stay top of mind.
6. Create a system for ensuring *every* referral source receives a thank you letter every time they refer a client to you.
7. Congratulate a colleague on a recent work accolade or accomplishment.
8. Research and schedule a networking event to attend in the next month.
9. Research your top referral sources to see if they are hosting an event. If so, schedule time to either promote or attend the event.
10. Brainstorm ways to communicate your expertise. What topics are you passionate about? What are possible events you could speak at? What are the publications relevant to your area of expertise. Write down a list of ideal speaking engagements or publications with ideas on various topics.

Build Online Reputation

1. Review your online lawyer profile. Communicate what sets you apart. What differentiates you? What is your specialization?
2. Review your LinkedIn connections. Go through your contacts and make sure everyone on your list is someone who you either want to learn more about or you want to see your updates. Delete old connections.
3. Spend 10 minutes reviewing your LinkedIn network. Like or share 1-2 relevant posts from your network. Focus on the content from your top referral sources.
4. Post a relevant article on your blog or social media platform that you have read closely and aligns with your brand. Look towards your referral sources for content to publish. Consider the following content:
 - a. News about your law firm services, awards or lawyer spotlights
 - b. Post from referral network, acknowledging their accolades
 - c. Tips or advice relevant to your target market, ie. recent blog posts addressing a certain problem your clients face.
5. Reach out to one referral source to collaborate on a blog.
6. Review your firm's online reputation. Take 5-10 minutes to monitor your reviews on major online sites including: Facebook, Yelp and Google. I
 - a. If you find a positive review, acknowledge the review and thank the client for their time.
 - b. If you find a negative review, avoid making a defensive comment. Instead, write a response that conveys empathy towards the client but also communicates why this is not a common response to your services.
7. Brainstorm blog post ideas on solutions for your target clients' key concerns or problems. Ensure the topic is narrow and relevant.
8. Reach to to one satisfied client and ask to submit a review about their positive experience working with you. Make it easy for them by sending a link to your review page on Facebook, Yelp, Martindale Hubbell or Avvo.