

The book was found

# The Lawyer's Business & Marketing Planning Toolkit



## Synopsis

Written for lawyers and attorneys who are seeking practical advice on how to analyse, plan and then implement a business or marketing plan for their individual or firm's practice. Written by a 30 year veteran in legal practice who has worked managed and consulted to firms from 3 to 300 partners in the US, UK, Australia and China. The book is designed to enable a practitioner who specialises in any field of law who operates individually or as part of a team to analyse the services they offer, the market and industry groups they are targeting. The book then describes how to 'sell' and involve others with whom you intend to implement the plan and concludes with useful templates which enable the plan to be implemented over an extended period. It understands you have limited time and resources in which to do this and emphasises the need to make the process practical and achievable. The process and templates have been used by numerous law firms struggling to develop their practices as more than a series of individual 'silo' practices. It stresses and utilises experience gained outside of the traditional law firm environment and provides access to other resources and readings for those who wish to explore the area more deeply. Any plan requires a 'balanced approach' understanding that financial outcomes are just that 'outcomes'. Outcomes driven by a focus on other drivers such as clients, learning and development and work processes as well as a clear understanding of how law firms make money. It examines the impact of 'leverage' and provides tools to analyse profitability and where time and money are lost in most practices. If you are looking for a handbook to provide the guidance you need to manage and motivate yourself and those you work with, this is it. If you have been frustrated by over ambitious plans in the past and are looking for guidance on the things that really matter to get your practice up and running and to keep you focused this can be a great help!

## Book Information

File Size: 605 KB

Print Length: 55 pages

Publisher: .com; 1 edition (April 4, 2011)

Publication Date: April 4, 2011

Sold by: Digital Services LLC

Language: English

ASIN: B004WOYKUG

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #1,220,951 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #14 in Books > Law > Law Practice > Law Office Marketing & Advertising #48 in Kindle Store > Kindle eBooks > Law > Law Practice > Law Office Education #195 in Books > Law > Law Practice > Law Office Education

[Download to continue reading...](#)

The Lawyer's Business & Marketing Planning Toolkit Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) Instagram: Master Instagram Marketing - How to Build A Brand, Get Followers And Use Instagram For Business! (Social Media Marketing, Instagram Marketing, Instagram Tips) BUSINESS:Business Marketing, Innovative Process How To Startup, Grow And Build Your New Business As Beginner, Step By Step Online Guide How To Effective ... Grow And Build Business As Beginner) Modern Marketing for the Event and Wedding Planner - Simple steps to success for marketing your wedding and event planning business Renegade Lawyer Marketing: How Today's Solo and Small-Firm Lawyers Survive and Thrive in a World of Marketing Vultures, 800-Pound Gorillas, and LegalZoom Youtube: Online Marketing. How To Make Money On Youtube For Beginners And Increase Your Audience.: (youtube, youtube video marketing, how to make ... money, youtube marketing, ebay) (Volume 1) Web 4.0 Marketing: The Black Book of Powerful Online Marketing Strategies & Tactics: Online Marketing Series, Book 2 Como Crear Un Plan De Marketing Eficaz: Guía para novatos y expertos para crear un estrategia de marketing efectiva (Internet Marketing nº 2) (Spanish Edition) Microsoft Log Parser Toolkit: A Complete Toolkit for Microsoft's Undocumented Log Analysis Tool 27 Best Free Internet Marketing Tools And Resources for Cheapskates (Online Business Ideas & Internet Marketing Tips fo Book 1) Youtube Marketing Buddy, The beginners guide to youtube advertising, Use video marketing for your business What Every Good Lawyer Wants You to Know: An Insider's Guide on How to Reduce Stress, Reduce Costs and Get the Most From Your Lawyer Cleveland's Swimming Lessons for Baby Sharks: The Essential Guide to Thriving as a New Lawyer: The Essential Guide to Thriving as a New Lawyer (Career Guides) The Best Defense: The Courtroom Confrontations of America's Most Outspoken Lawyer of Last Resort--the Lawyer Who Won the Claus von Bulow Appeal Home Based Business Escape Plan: How To Make \$10,000 Per Month With Your Own Part-Time, Online Lifestyle Business: Home Based

Business Ideas (Home Based Business Opportunities) Google+ for Lawyers: A Step by Step User's Guide (Lawyer Marketing Series Book 1) Free WordPress Plugin Guide For Cheapskates - 27 of the Best WP Plugins for Beginners, Business and Blogging (Online Business Ideas & Internet Marketing Tips for Cheapskates) Instagram Marketing Made (Stupidly) Easy ("Social Media Marketing Made Stupidly Easy" Book 5) Lean Marketing for Small Law Firms: 100 Free Marketing Strategies for Gen Y Lawyers: Part II: Subtle Shifts that Make a Difference

[Dmca](#)