

Attorney Coaching



Getting your own marketing/business development coach may be the smartest business decision you ever made. Why? You were not trained to do this. You are very busy working for your clients, and BD is sometimes not a priority because it doesn't require your immediate attention. Without a plan and someone working with you to execute the plan, your client's needs and running your firm/practice, and your life outside of work (yes, we know you have one of those!) take precedent. We help you keep business development in the forefront of your mind – and help you incorporate business development into the things you do every single day.

How do we help you? We will learn about your practice; professional & personal strengths and weaknesses; current network of clients, prospects, referral sources, family/friends (where your business comes from); what marketing tactics do you employ already; who is your ideal client; what has worked and not worked for you to generate business; personal mission statement; do you have a written marketing plan; and understand your time budget for marketing and business development.

From there, we help you develop a marketing plan (trade groups, communication tools, specialized marketing materials); develop a business development plan (identify who you need to go see and create strategy for each contact); and do a network analysis to see where you need to grow more contacts. Once plans are complete, we will have monthly calls or meetings to see what was done, what needs to be done, fine tune approaches, and push you to make sure you do it (protect your investment of hiring us).

We offer affordable, practical and tailored coaching plans that will fit into your budget and time constraints. We are ready to help you, are you ready? Call us.