

Individual Marketing Plans



All private practice lawyers should have an individual marketing plan. Look at it this way. If you were to plan a cross-country trip, you would probably map out the routes you will take, where you will stay and what attractions you must visit. So at ESQusite, we ask our clients, “what is your mission?” What we mean is, what do you envision your career path to be, what do you want to do? Some of the answers we have received include, have a consistent \$1M book of business, be Managing Partner of my firm, have a diversified client base, or be the best know Elder Care lawyer in my state. The only way to achieve these goals is to have a focused, custom, solid plan in place. Leaving it to chance will greatly reduce the likelihood for success.

The ESQusite process is simple and your marketing plan need not be a long-complicated document. We work with lawyers to create implementable and practical marketing plans. If too much, it won’t happen.

We start by learning the mission and goals of each client. Then we learn the individual lawyer’s strengths and weaknesses. From there, we create marketing strategies and tactics to achieve the goals. Again, not complicated but essential to long-term success.

You will be surprised to learn how affordable a plan can be. Call us to find out more.