

SAMPLE PRACTICE DEVELOPMENT PLAN OUTLINE

- I. Introduction**
 - a. **Why firm X?** – A sentence or two about why you have selected this particular firm.
 - b. **Marketplace and Trends** – One or two paragraphs on the legal marketplace for your practice area and related characteristics of the national/local economy. Statistics can be very useful here
 - c. **How Will it Work?** – A paragraph on the synergy between you, Firm X, and Marketplace Conditions.

- II. Legal Expertise and Experience**
 - a. **General Expertise** – Summarize resume in narrative form, interpreting your experience or the reader. Discuss your substantive areas of expertise.
 - b. **Specific Expertise**- Specific discussion of work you have done, billings and collections for the past three years (if appropriate), and highlights of your contributions to other firm matters.
 - c. **Current/Past Clients** – List clients with whom you have worked, describe the engagements, and explain the nature of the relationship.
 - d. **Reputation and Recognition** – Discuss your network of contacts, including professional associations and activities, writing and/or presentations, and other organization memberships.
 - e. **General Summary** – Include anything that you have not discussed but want to highlight such as firm management responsibilities, committee assignments, community involvement, or previous business expertise.

- III. Business Development Goals and Strategies**
 - a. **First Year** – Discuss general marketing strategies for the first year, internal and external. Internal marketing strategies might include: understanding the firm's client base, winning the confidence of the partnership, understanding the firm's marketing approach and philosophy, and learning about the firm's strategic goals. External marketing strategies might include: the announcement of your move, communication tools for clients and potential clients, and organizational initiatives.
 - b. **Long-Term** – Discuss general marketing strategies for ongoing internal and external business development. Outline client service and retention strategies. Enumerate specific long-term goals and action plans to attain them.

- IV. Summary of the Business Development Plan** – Overview of the plan, expected results, and methods to measure success of the development plan.