

Marketing Plan for Lawyers

Marketing Focused on Winning New Business®

STEP 1: PROFILE

1A: Identify two target markets that present the greatest opportunity to grow your business

Target Markets	Your Expertise in This Market
1.	
2.	

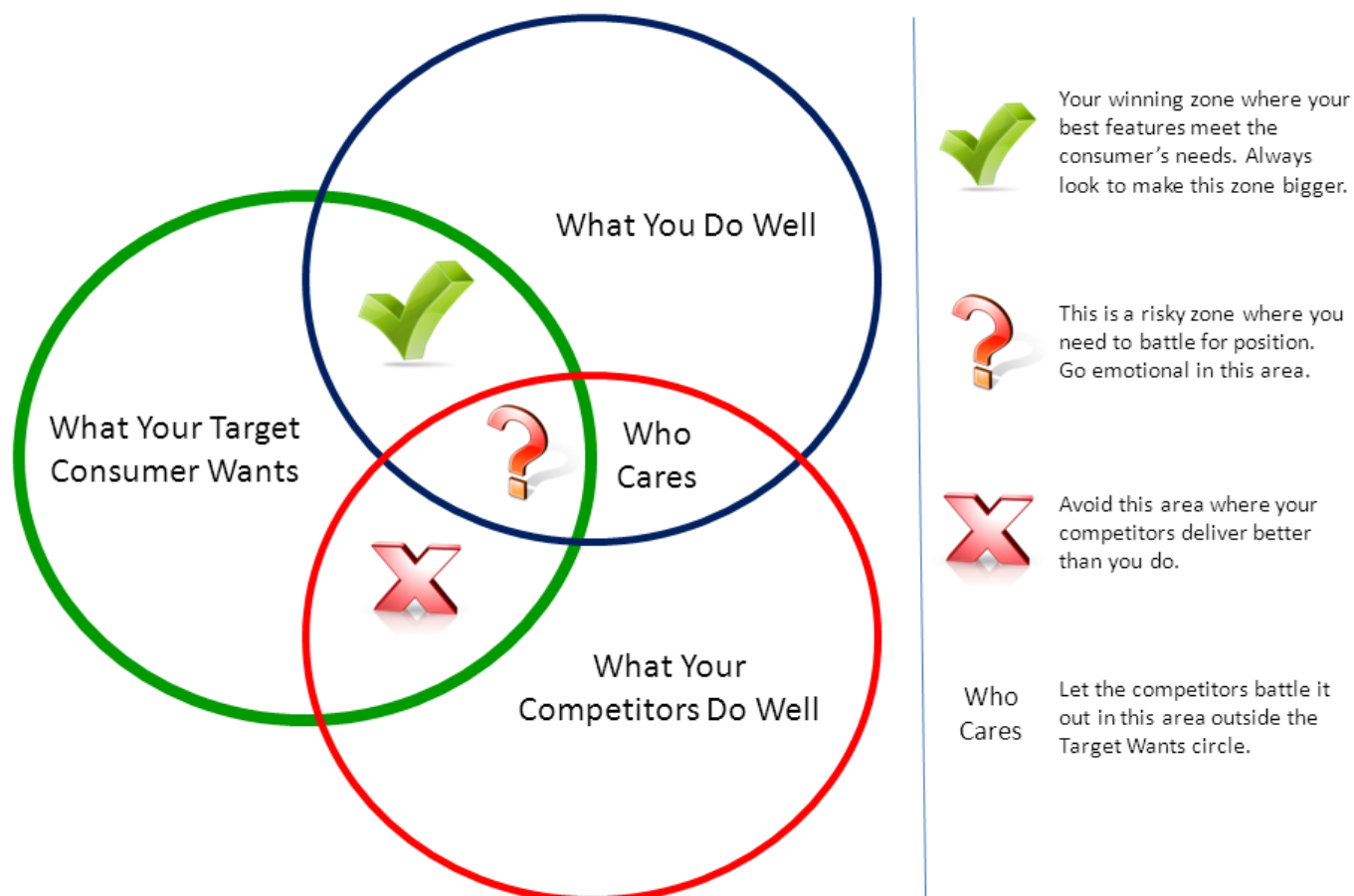
1B: Create profiles of your targets

Target 1	Description
Expertise needed by consumer	
Market density	
Recent and relevant work for this market	
Professions that could refer prospects	

Target 2	Description
Expertise needed by consumer	
Market density	
Recent and relevant work for this market	
Professions that could refer prospects	

1C: Your Unique Selling Proposition (USP)

The worksheets on the following pages will be used to identify the intersection of what you do well and what your target wants. Look closely for the emotional benefits as these will make you the clear winner.



USP Worksheet: What You Do Well

Your Worksheet	Description
Number of Partners and Total Lawyers	
Largest Clients	
Reputation	
Services Provided	
Total Cost and Cost Structure	
Perceived as a Category Authority	
Current Marketing Tactics	
What You Do Better Than Others	
What Others Do Better Than You	
Where Are You Vulnerable	



Overall Assessment of Competition

Competitor Worksheet	Overall Assessment of Competition
Number of Partners and Total Lawyers	
Largest Clients	
Reputation	
Services Provided	
Total Cost and Cost Structure	
Perceived as a Category Authority	
Current Marketing Tactics	
How Do They Present Their Brand	
Where Are They Vulnerable	
How Are You Different Than This Brand	

USP Worksheet: Consumer Wants

Categories	Descriptions
Major Players in Target Markets	
Industry Experience	
Specific Industry Segment Experience	
Looking to Hire a Lawyer, or a Law Firm	
Relevant Work with Current Laws	
Jurisdictions Covered by Targets	
Depth of Litigation Experience	
Culture of the Firm	
Government Regulations Forecasts	
Culture of the Firm	
Technology	
Billing and Hourly Rates	

1D: Your Brand Positioning Statement

Consumer Wants	Brand Positioning Statement	What You Do Better vs. Competition
	<p><i>(Lawyer's name)</i> provides value to their clients and makes their clients lives better by...</p>	

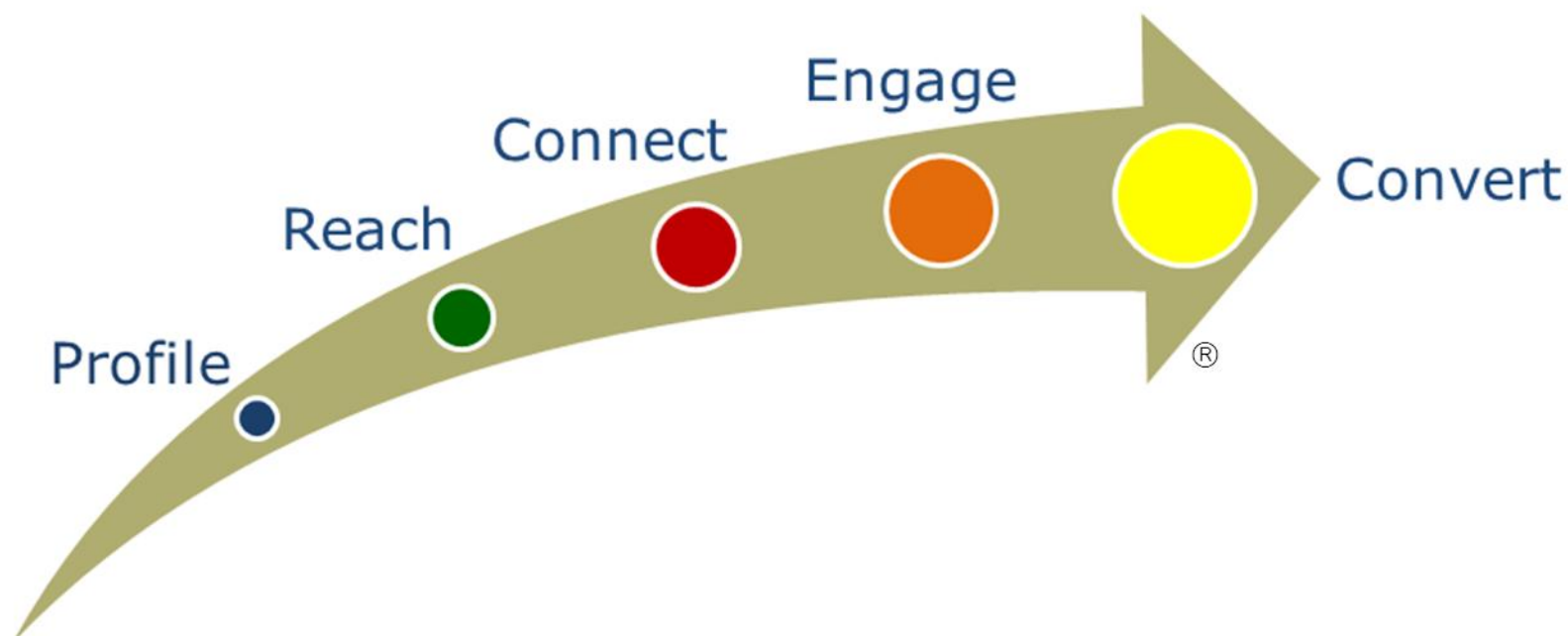
STEP 2: REACH

2A: Your Consumer Value Proposition (CVP)

Your CVP is the marketing slogan that grabs the attention of your target consumers – it's the overall theme for your marketing campaign. When writing your CVP, pretend that you will be required to "SHOUT IT FROM A MOUNTAIN!" This will force you to keep it short as you cannot shout a long sentence from any mountain.

Your CVP:

2B: Your Annual Budget for Marketing: \$_____



Call 248-333-2425, or email to mike@2XLcompany.com to find out how the rest of the 2XL Program workbook provides a proven approach to creating marketing plans that will help you Connect, Engage and Convert the prospects you Profile & Reach into streams of new revenue.