

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: 606 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: Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #601,979 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #6 in Books > Law > Law Practice > Law Office Marketing & Advertising #32 in Kindle Store > Kindle eBooks > Law > Law Practice > Law Office Education #93 in Books > Law > Law Practice > Law Office Education

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

The Lawyer's Business & Marketing Planning Toolkit Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) The Production Manager's Toolkit: Successful Production Management in Theatre and Performing Arts (The Focal Press Toolkit Series) The Technical Director's Toolkit: Process, Forms, and Philosophies for Successful Technical Direction (The Focal Press Toolkit Series) The Assistant Lighting Designer's Toolkit (The Focal Press Toolkit Series) The Don't Get Me Started! Toolkit - Workbook and Teacher Answer Key: Strategies for a Culturally-Challenged World (The Don't Get Me Started! Toolkit - Workbook and Teacher Key) (Volume 1) 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 The Pocket Lawyer for Filmmakers: A Legal Toolkit for Independent Producers Social Marketing Profits: Start and Grow a Business via Facebook Shopify or Instagram Local Business Marketing Master Planning Success Stories: How Business Owners Used Master Planning to Achieve Business, Financial, and Life Goals (The Master Plan Book 2) The Lincoln Lawyer (A Lincoln Lawyer Novel) 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 The Six Minute Lawyer: GTD For Lawyers - Work Patterns to Reduce Stress and Increase Lawyer Productivity Beach Lawyer (Beach Lawyer Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)