**Business Development/Networking Checklist**

* Spend 2 hours a week on marketing: that can include any range of the activities below
* Spend 20 minutes a week on LinkedIn, whether it’s polishing your profile, identifying additional contacts or setting up meetings, 20 minutes is enough to stay relevant
* Update your professional accomplishments, representative matters, transaction deals – including brief summaries – on your bio, Linkedin profile, etc. at least every six months.
* Personalize/modify your bio to meet the needs/interests of diverse areas of your practice –one bio does not fit all.
* Know your elevator speech – can you tell someone what you do in 30 seconds or less that makes them want to ask a follow up question?
* Be comfortable telling family and friends what you do in a way that they can share with their network.
* Update and expand your personal/professional contact lists frequently – once a quarter or at least every six months.
* Have a simple business development plan that identifies your primary industry, geographic and practice specific targets.
* Have a business development partner, colleague or marketing person to help keep you on task
* Work with others in the firm to host seminars for clients/potential clients.
* Be active in a bar association committee.
* Be active in a community organization.
* Be active in an industry organization.
* Pursue or maintain a leadership position in one or more community, bar or industry organizations.
* Present at least one speech per year to a legal, industry or community organization.
* Offer to host meetings at the firm for organizations you’re involved with.
* Conduct at least one face-to-face marketing activity per week.
* Find reasons to visit your clients/businesses in person to get a better feel for what they do, meet additional people within the business and learn about their business.
* Publish at least one article annually on new issues, trends, etc. in mainstream, trade or other media outlets that reach your target audiences.
* Take the time to repurpose/remarket each published piece you complete, each major professional success, etc.
* Be active in social media from a professional standpoint – Linkedin, Facebook, Twitter.
* Reach out to clients and prospects on a regular basis. Find a legitimate excuse and subject matter to reach out about.
* Share “I thought you might find this interesting” notes with clients and prospects.
* Send handwritten thank you and congratulatory notes to clients and contacts for appropriate recognition.
* Introduce colleagues to people or organizations who may need their services.
* Keep in touch with: college and law school classmates, frat or sorority friends, opposing counsel, high school friends, peers with client companies, bar association colleagues, alumni association contacts, etc.
* Refer potential clients inside and outside the firm and call to let the person know you’re sending someone their way.
* Regularly monitor electronic media (Google, industry websites, blogs and other alerts) for new developments, news and trends in industries of focus.