

BUSINESS PLAN TEMPLATE

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COVER PAGE

Name:

Firm Name:

Address:

Phone Number:

Website:

Confidentiality Agreement

The undersigned reader acknowledges that the information provided in this business plan is confidential; therefore, the reader agrees not to disclose it to anyone without the express written permission of _____.

Upon request, this document is to be immediately returned to _____ and all copies destroyed.

Signature

Name (printed)

Date

Executive Summary (short description of you and your practice area(s))

Objectives (SMART goals over 3, 6, and 9 months and one, two, and three years)

- Number of clients
- Gross accounts receivable

Mission Statement (A statement of the principles that will guide your firm's conduct in the marketplace)

Philosophy of practice

A description of your unique selling proposition:

- How you provide this legal service differently
- What you offer that your competition does not offer
- How you serve a portion of the market not being served

Keys to Success (A distilled statement of what will be necessary for your firm to succeed)

- Low Overhead
- Brand (Note: it should be simple and clear, e.g., "Committed to Helping Families in Transition" vs. "Family Law and Child Custody Law Firm")
- Market Identification
- Market Segmentation
- Client Acquisition (i.e., marketing/business development)
- Systems
 - Intake (how will you handle inquiries)
 - How will you follow up with potential clients
 - Retention
 - Dismissal
 - Production of work product
 - Delivery of work product
- Risk Management

Company and Management Summary

Entity type

Statement regarding position in the legal community

Description of the attorneys including experience/reputation (attach resumes)

Description of staffing priorities

Start-up Summary

Location
Costs
How Financed
Timetable

Services

Practice Areas
Tasks that comprise those practice areas (think: product development)
An estimate of the time, personnel, and other resources needed to perform those services

Pricing

Hourly
Flat Fees
Phased Fees
Capped Fees
Contingency Fees
Reverse Contingency Fees

Marketing - Primary Marketing Message (set forth an empathetic description of the problem and the problems behind the problem; describe why the problem should be solved – what benefits arise from solving the problem(s); describe unique and compelling way that you solve this problem for others; weave in social proof that you have received [e.g., ratings and rankings])

Marketing – Summary of Market Analysis (A general description of the market)

Total population? (<https://www.census.gov/>)
San Diego County: 3M
Orange County: 3M
Los Angeles County: 10M
Southern California: 24M
California: 40M

Percentage likely to use the service?

Revenue potential from the percentage likely to use the service?

Who is the competition?

Marketing – Detailed Market Analysis (For an excellent and more in depth treatment of this section, see https://en.wikipedia.org/wiki/Market_segmentation#cite_note-28 which informed the material in this section)

Who are the consumers of this service?

- Why do people usually buy this service (get to the reason behind the reason)?
- Where do they live and work?
- What are they interested in?
- What do they care about?
- What are they afraid of?
- What periodicals do they read?
- What websites do they read?
- What do they listen to?

What segments can these consumers be separated into?

- Geographic: Region; Density (e.g., rural or urban); City;
- Demographic: Age, Gender, occupation, social class, marital status, family life-stage; family size/number of dependents; income; education; home ownership; ethnicity; religion; DINK, GLAM, YUPPY, Tweens
- Psychographic: AIO: activities, interests and opinions
- Behavioral: purchase occasion; benefit-sought/needs-based; user status; user rate; purchase frequency; loyal status; buyer readiness (unaware, aware, intention to buy); attitude to produce or service; adopter status
- Attitudinal: for example, environmental concerns
- Generational: for example, baby boomers

https://en.wikipedia.org/wiki/Market_segmentation#cite_note-28

Buying patterns

How do people usually buy this service?

One and done?

Recurring?

Best Way to Position Your Firm?

1. Against a competitor
2. According to a benefit or attribute
3. For a specific occasion
4. Along price lines

Marketing - Tactics

- Website and SEO
- Social Media
- Brochures
- Speaking Engagements
- Articles
- Paid Advertising
- Business Cards
- Giveaways
- Networking

Who else has influence over the people who need/want your service?
 How will you develop relationships with those influencers?
 How and how often will you ask them for referrals?

Sales activities (Describe how you will explain the value of your services to a prospective client)

Strategy and Implementation Summary (Describe the milestones you will use will you track and measure your goals)

Milestone	Start Date	End Date	Budget	Responsible Manager
1				
2				
3				
4				
etc.				

Financial Plan (Describe how you intend to cover expenses, generate income, and pay yourself)

Personnel Plan	2017	2018	2019
Principal 1			
Principal 2			
Assistant 1			
Assistant 2			
Total People			
Total Payroll			

Projected Profit and Loss (This is usually a table)

Breakeven Analysis (Create a prediction for when your monthly income will cover your monthly expenses on a regular and predictable basis)

ONE-PAGE BUSINESS PLAN FOR LAWYERS

How much do you need to earn per month to cover basic personal and business expenses?

What service do you provide?

What do you *really* provide?

Who needs/wants that service (regardless of whether they know they need/want it)?

What is that service worth to someone who needs/wants it?

How much will someone who *needs* the service pay for it?

_____ to _____ (state a range)

How much will someone who *wants* the service pay for it?

_____ to _____ (state a range)

How much does it cost to produce the service?

How much does it cost to deliver the service?

How will you collect your fees?

How will you inform those who need/want your service that you are offering it?

How much will it cost to get your message to those who need/want your service?

Who else has influence over the people who need/want your service?

How will you develop relationships with those influencers?

How and how often will you ask them for referrals?

How many potential clients will you reach per week, month, quarter, and year?

How many potential clients will you retain each week, month, quarter, and year?