

## KPM's Recommended Personal Marketing Calendar

Daily	Weekly	Monthly	Annually
Dedicate a set window of time to online networking.	Interact with your online network. Comment, share, like, post – be present.	Attend an in-person networking event.	Review your CV and firm bio. Make any necessary updates.
Develop the habit of taking notes on clients and set calendar reminders for follow up.	Define a number of former, current or potential clients with whom to touch base and make contact.	Cultivate a personal relationship with your greatest referral sources with coffee, drinks.	Nominate peers at M-H and Super Lawyers (April – August).
Review Google Alerts you've set up for your name, your firm, and your clients.	Add to your contacts spreadsheet.	Publish materials that impact your clients and distribute to your network.	Update your personal marketing plan.
Make the most of a feed reader to hit your favorite blogs, news, or industry sites.	Connect with new contacts on LinkedIn and Twitter.	Share KPM articles within your online networks.	Attend conferences that put you among your best referral sources and/or clients.
Review your calendar for upcoming events and opportunities.	Send a personal note.	Add to your case spreadsheet.	Update headshots and review /update your online profiles.
Do something for your personal well-being... exercise, art class, meditation, music...	Find ways to nurture personal relationships.	Send a newsletter (KPM does this for you!)	Take vacation.