

KPM LAW Attorney Marketing Plan

GUIDING PRINCIPLES

KPM LAW attorneys must at all times have an individual marketing and business plan. It is the Constitution of one's personal practice. It is the game plan that drives each of us forward. It is the step-by-step guide to accomplishing our goals.

The plan must push your belief statement... Humans want to believe in something. They want to "feel."

The plan should cover one (1) year and be constantly measured.

My Personal Belief Statement

My Personal Vision Statement

Overview

- Target Audience
- Centers of Influence
- Writing
- Speaking
- Professional Organizations
- Conferences
- Online Presence
- Client Service
- Community Involvement

Target Audience

Centers of Influence

 Writing

 Speaking

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