



The Reluctant Rainmaker **Business Development Plan Generator**

Your answers to the following questions will help to clarify your business development goals, the strategies most likely to be effective, the successes on which you can build, and the attitudes and skills that you may want to develop more fully. Allow at least an hour to complete this assessment. The more fully you respond, the more useful you'll find this exercise.

Part One: Self-Assessment

1. How would you characterize the nature and scope of your practice?

a. **What is your specialty?** _____

b. **What kind of work do you most enjoy doing?** _____

4. What are your communications strengths? Do you enjoy writing, making formal presentations, talking with groups, or meeting with people one-on-one?

5. What obstacles do you see in reaching your business development goals?

6. What opportunities do you see that flow from those obstacles?

17. On a scale of 1 (low) to 5 (high), rank your skill and comfort level with the following marketing and business development activities, and note how applicable each is to your practice and how often you will engage in each:

Activity	Skill	Comfort	Applicability to your practice	Frequency of use
Writing (articles, book chapters, etc.)				
Speaking to lawyers (i.e. CLE presentation)				
Speaking to non-lawyers (i.e. community meetings)				
Bar association work				
Judicial organizations				
Other professional organizations (AAS, AICPA, etc.)				
Board membership				
Political contacts (fundraising, active campaign participation, etc.)				
Formal networking				
Informal networking (club membership, golfing, tennis, etc.)				
Religious activities/membership				
Online networking (LinkedIn, FaceBook, etc.)				
<i>Pro bono</i> activities				
Charitable groups				
Staying in touch with your network				
“Working” your network (i.e. making requests for referrals, requests for introductions, etc.)				
Asking for business				
Other (specify)				

