

# The one page legal marketing plan.

Firm \_\_\_\_\_

Prepared by \_\_\_\_\_

Date \_\_\_\_\_

## 1 The metrics. Work backward from revenue.

### 1 · Annual revenue target

Your goal for the year

\$ \_\_\_\_\_

### 2 · Average matter value

Average fee per client

\$ \_\_\_\_\_

### 3 · Matters needed

=  $1 \div 2$ 

# \_\_\_\_\_

### 4 · Consult-to-matter rate

No data? Start at 25%

\_\_\_\_\_ %

### 5 · Consults needed

=  $3 \div 4$ 

# \_\_\_\_\_

### 6 · Lead-to-consult rate

No data? Start at 50%

\_\_\_\_\_ %

### 7 · Qualified leads needed

=  $5 \div 6$ 

# \_\_\_\_\_

### WHAT IT COSTS

### 8 · Cost per qualified lead

Your market's going rate (PPC or LSA data)

\$ \_\_\_\_\_

### 9 · Monthly budget

=  $7 \times 8, \div 12$  months

\$ \_\_\_\_\_

## 2 The journey. How a prospect becomes a client, and a client becomes a referral source.

### Before

Prospect → lead

### Ideal client avatar (ICA)

Who exactly do we serve? Matter type, geography, ability to pay?

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### Core pain-point message

What problem, in the client's words, do we solve? Why us?

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### Marketing channels

How will clients find us? SEO, PPC, LSAs, GBP, website?

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### During

Lead → client

### Intake & pre-qualification

How fast do we respond? How do we screen and book? What tech do we use?

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### Client consultation

What is our consult structure? What info do we collect? How do we close?

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### Onboarding & retainer

How do we sign the retainer, collect funds, and set expectations?

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### After

Client → advocate

### Customer experience

How often do we update clients? What are our service standards?

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### Optimization & cross-sell

What related matters or services can we offer?

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### Referral & review system

How do we ask for reviews and referrals, every time?

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## 3 The scoreboard. Track monthly against the targets set in the metrics.

### BEFORE

#### Qualified leads

Target \_\_\_\_\_

Actual \_\_\_\_\_



### DURING

#### Consults

Target \_\_\_\_\_

Actual \_\_\_\_\_

#### Matters retained

Target \_\_\_\_\_

Actual \_\_\_\_\_

#### Revenue

Target \_\_\_\_\_

Actual \_\_\_\_\_



### AFTER

#### Referrals & Reviews

Target \_\_\_\_\_

Actual \_\_\_\_\_