

Greatest Marketing & Business Development Hurdles

1. **LEGAL & PROFESSIONAL SERVICES MARKETS & COMPETITIVE TRENDS –**
 - A. Growing in a stagnant economy
 - B. Intense and growing competition
 - C. Maintaining leadership position
 - D. Efficiently branding & establishing presence
 - E. Differentiation

2. **REAL-LIFE CHARACTERISTICS OF LAWYERS -**
 - A. Highly intelligent - which is simultaneously a strength and a detriment
 - B. Being a quality lawyer w/a great reputation is no longer enough of a competitive advantage
 - C. Very hard to find time to market & develop new business
 - D. Tend to jump on “idea of the moment” & engage in “random acts of marketing”
 - E. Not all attorneys want to market
 - F. No consistent motivation to market
 - G. Many Partners just don’t “get it” & some act as barriers
 - H. Unwilling to embrace marketing, skills & technology
 - I. Rarely act together for marketing - mostly individual efforts
 - J. Little marketing under a real plan, with accompanying actions & accountability
 - K. Attorneys tend to micro-manage everything
 - L. Partners’ need “people” skills & relationship building skills plus managing & delegation

3. **LEADERSHIP -**
 - A. Compensation system is often used as a reason to not market or cited as a disincentive
 - B. Limited money and resources – success requires more than one effort and follow-up
 - C. Minimal, inconsistent budget & financial support by the firm
 - D. Marketing under a plan - that is acted upon & measured - is still the exception
 - E. Lack of commitment, consistency to plan and program
 - F. No method to limit “random acts of marketing” & “ideas of the moment”
 - G. Agreement on target areas & how to marketing different areas of law is hard to get
 - H. Leveraging and making most of what you have – existing clients, staff opportunities
 - I. Servicing client levels at competitive prices
 - J. Improving internal communications & continuing education

4. **COMMITMENT TO MARKETING & ACTUALLY GETTING IT DONE -**
 - A. Being organized for follow-up and getting it done
 - B. Limited time even for staff – can’t do all for everyone – napkin color v. strategic markets
 - C. Finding reliable advice and good help on marketing
 - D. Objective evaluation of marketing efforts and results
 - E. Guessing where potential clients will be impacted
 - F. Where to spend the marketing dollars? – using ad dollars effectively?
 - G. What Media? TV, Radio, Yellow Pages, Newspaper, Internet
 - H. Effective communication – in electronic age
 - I. Improving internal communications & continuing education
 - J. Getting selective, new PI cases/clients in select areas.

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