

Tim W. Hrastar Associates Rapport Marketing®
Business Development for Lawyers
Resource—Workbook

Chapter 1: Marketing & Business Development Concepts

1. Definitions & perspectives
2. Principles of professional service marketing
3. Four cornerstones of successful client relationships

Chapter 2: Personal Business Development Basics

1. Personal focus statement
2. Define practice area services
3. Ideal client profile
4. Relationship profile
5. Personal brochure
6. Daily time management
7. Using the Outlook® task list
8. Blossoms—seeds—stems—wip concept
9. Four step business development process
10. Business building chart

Chapter 3: Promotion & Business Acquisition

1. Client services strategy
2. Target account strategy form
3. Determine client value perceptions
4. Client & prospect interview process
5. Stimulating client relationships questionnaire
6. Client service opportunity report
7. Publishing
8. Speaking Engagements
9. Organization memberships
10. Networking
11. Referral sources
12. Cross-servicing plan
13. Getting business from partners

Chapter 4: Client Communication & Servicing

1. Communicating with clients
2. Ten dimensions of service quality
3. Tips for healthy client relationships
4. Evaluating your relationship questionnaire
5. Client relation reviews



Coaching • Consulting • Professional Education

Helping Professionals Improve Their Business Development & Communications



184 Abbey Drive • Springboro, OH 45066 • 937-886-0186 • tw@rapportmarketing.com • www.rapportmarketing.com

6. Client surveys
7. Client interviews

Chapter 5: Business Development Planning

1. Practice management & business development questionnaire
2. Business development plan template
3. Marketing & business development plan check list

Appendix

1. Action plan form
2. List of articles
3. White paper description
4. Recommended reading
5. Business development kit contents



Coaching • Consulting • Professional Education

Helping Professionals Improve Their Business Development & Communications



184 Abbey Drive • Springboro, OH 45066 • 937-886-0186 • tw@rapportmarketing.com • www.rapportmarketing.com