

# Business Plan – [CONSULTANT NAME]

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## Overview

Please provide a brief overview of the area(s) of law you practice.

## Aims & Objectives

Please provide a summary of how you wish build your practice, including finer details of the type of work within this practice area and any industry sector(s) you wish to focus on to build your practice.

## Market Analysis

Please give consideration to both external and internal factors which may affect your plan. Consider what market opportunities exist now and on the horizon.

<b>Opportunities</b>	<b>Threats</b>
<b>Strengths</b>	<b>Weaknesses</b>



## Financial

Please provide a summary of your fee income history along with your projected estimates for billings.

Fee income from your own client base for the last three financial years.

Year	Chargeable Hours	Total Billing Amount

Please provide projected estimates for fee income in the first 12 months from the clients who may follow you, and potential/target clients as identified on page 2.

Time Period (i.e. 1-3 months)	% Split Existing Client/ New Business	Estimated Billing Amount

Fee Structures (i.e. fixed fees, hourly rates, CFAs, retainers, etc.)	Type of Work suited to each type of Fee Structure	Likely Fee Range (£) per work type

## Marketing Plan – [CONSULTANT NAME]

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Please outline the key strategic elements you currently apply, and those which you will apply to the implementation of your Business Plan by completing the table below.

Marketing tools	Current	Forecast plans
LinkedIn	<i>No. of connections/followers, current activity</i>	<i>Planned activity/growth of connections</i>
Blogs	<i>How often do you write and share relevant articles</i>	<i>No of articles you plan to write monthly</i>
Networking	<i>No. and name of events you currently attend</i>	<i>No and name of regular events you plan to attend in future</i>
Seminars/presentations /conferences	<i>Explain any talks you've delivered</i>	<i>Explain any plans to do so moving forward.</i>
Campaigns	<i>Outline any previous campaigns you have undertaken</i>	<i>Outline any particular campaign you would like to undertake</i>