

Firm Name/Logo

Business Plan

Prepared on [date]

Firm Name

Address

City, ST ZIP

Phone:

Email:

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** To update the Table of Contents, right-click over the current table, click **Update** Field, check the radio button **Update Entire Field**. Confirm by clicking **Ok**.*

**Remember to incorporate visuals here as often as possible. Visuals help quickly convey information and break up otherwise blocky text. Visuals include tables, charts, graphs, pictures, and more.*

Part I. Executive Summary

Mission Statement

This should be something you can easily repeat. Keep it short and sweet!

Core Values

Keep this to 2-4 values

Unique Selling Proposition

One or two sentences

Company Description

One or two sentence summary

Market Analysis

One or two sentence summary

Organization & Management

One or two sentence summary

Services

One or two sentence summary

Marketing Strategy

One or two sentence summary

Financials

One or two sentence summary

Part II. Company Description

Mission Statement

This should be something you can easily repeat. Keep it short and sweet!

Core Values

Keep this to 2-4 values

Practice Areas / Legal Niche

Type of legal services provided and/or specific niche (client-based niche or practice-based niche)

Geographic Location & Areas Served

Identify where your offices are located and the geographic areas that you serve.

Legal Structure & Ownership

State whether you are a LLC, S-Corp or other legal entity. If you are something other than a sole proprietor, identify the ownership structure of your firm.

Firm History

If your law firm is already in existence, write a brief history that summarizes firm highlights and achievements.

Part III. Market Analysis

Industry Description

Summarize where your particular legal niche is today, where it has been and which trends will likely affect it in the future. Identify everything from actual market size to project market growth.

Target Audience

Identify your ideal client persona. Use demographics such as location, age, family status, occupation and more. Map out their motivations behind their seeking your services.

Competitive Analysis

Dive into details about your competitors. What do they do well? Where do they fall short? How are they currently underserving your target market? What challenges do you face by entering legal practice in your field of choice?

Projections

Provide specific data on how much your target audience has to spend and then narrow that down to identify how much you can charge per service

Part IV. Organization & Management

Organizational Structure

Insert org chart here. Briefly describe the chart in narrative form.

Ownership Information

Reiterate the legal structure of your law firm. Then include the name(s) and ownership interest of each party involved.

Management Profiles

This section goes into detail about you and any others who may have ownership interest in the firm. Do not be afraid to brag a bit! Be sure to answer these questions:

- What is your educational background?
- What experience do you currently have?
- Why are you the right person to run your firm?

Personnel Plan

This optional section identifies your personnel needs, including position titles and annual salaries.

Part V. Services

The Problem

What pain points do your preferred clients experience? What can they do right now to alleviate those pain points? Answer these questions, and then take the extra step to explain how those current solutions fail to adequately address their problems.

The Solution

This describes how your solutions better resolve your prospective market's needs. This not only includes the actual work you do, but the benefits that each client will receive based on your work.

Competitor Review

Describe your competition here. For instance, which other solo attorneys and firms provide the same solutions as you? What are your advantages over these competitors? What do you do differently when providing your solutions? How will clients gain additional benefits by seeking out your services instead of working with your competitors?

Part VI. Marketing Strategy

Positioning

How will you position your law firm and your services? What will you say to present your practice in the best light? What short statements can you use to entice a potential client to pursue your services?

Pricing

How much will you charge? How does that fit within the legal industry? Within your niche industry? What do clients receive for that price?

Promotion

Which sales channels and marketing activities will you pursue to promote your practice? Who is in charge of these activities? Even if you plan to build your law firm on the basis of word-of-mouth referrals, you must remember that most referrals will still look for information about you before contacting you. Know where they will look and ensure you are there.

Part VII. Financials

Start-Up Budget

How much starting capital do you need?

Operating Budget

How much money will it cost to keep your practice operating on a month-to-month basis?

Balance Sheet

What are your assets, liabilities and equities?

Forecasts

How many cases will you need to close each month to break even? How many cases would you need to close to make a profit?

Profit and Loss Statements

What is your projected profit and loss for the year? If your firm is already in business, include up to 3 years of past profit and loss statements here.