

## COACHING MENU

### Sample Types of Strategic and Tactical Coaching For Lawyers

- ❑ Setting goals and priorities
- ❑ Creating a simple business and marketing plan
- ❑ Creating access to more people through networking
  - Building a network
  - Effectively using social media: LinkedIn, Twitter, Facebook
  - Working a room – tips and tools to increase comfort including
    - Preparing the 30 second introduction
    - How to open and close conversations
- ❑ Developing and implementing a Realistic Action Plan™
  - Create a follow-up system that works
  - Provide accountability
  - Scripting words and actions for follow up
- ❑ Recognizing and capitalizing on opportunities
  - Cross-marketing
  - Obtaining more business from existing clients
  - Spotting new business
- ❑ Building a productive referral source network
  - What to do at breakfasts and lunches
  - How to get – and give – a valuable referral
- ❑ Breaking through obstacles, such as
  - Discomforts in developing business (not wanting to look or feel like a salesperson; not wanting to impose; difficulty asking for business; uncomfortable doing business with friends – and many others)
  - Perceived time pressures and procrastination
  - Difficulty delegating legal and administrative work in a way that frees up time for marketing
  - Failure to balance business development and life/family needs
- ❑ Getting business from speaking and writing
- ❑ Creative thinking – providing a sounding board for ideas and suggesting new ones
- ❑ Asking for business
  - How to ask – based on specific opportunities
  - Following up – creating and implementing next steps
  - Role playing as needed
  - Team marketing approaches