

## Part 2: FREE Planner to Jump Start Your 2011 Business Development Goals

*Posted by Robin Hensley on February 1, 2011*

How are your goals coming? Any progress yet on writing them down or better yet, implementing your action plan? It's never too late to get started.

As promised, here is another excerpt from my business development planner. These commitments are more challenging (and a little scary) but very effective if you will make them. (Get the complete document, 2011 Jump Start Business Development Plan For Professionals, by emailing me at [rhensley@raisingthebar.com](mailto:rhensley@raisingthebar.com) with Jump Start in the subject line.)

I will reduce my reliance on \_\_\_\_\_ (client) from \_\_\_\_\_ % of my revenues down to \_\_\_\_\_ %..

I will conduct \_\_\_\_\_ (number) in person client satisfaction interviews with my clients this year. I will start with these three clients in the first quarter and follow up with at least two more in the second quarter:

First Quarter

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Second Quarter

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

I will meet with \_\_\_\_\_ (number) prospective clients this quarter. These are people I know, but for whom I am not doing any business.

My accountability partner to achieve my goals is \_\_\_\_\_. We will talk by phone at \_\_\_\_\_ a.m./p/m. each \_\_\_\_\_ (choose a day of the week) to report on my progress, brainstorm on overcoming challenges and celebrate my accomplishments.

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Struggling to find the time to work on your goals? My Goal Setting Boot Camp is an accelerated coaching program for lawyers, CPAs and other professionals. If time is the problem, this three-session one-on-one program may be right for you. Email me at [rhensley@raisingthebar.com](mailto:rhensley@raisingthebar.com) for more on that.

### **Got Goals? – Part 2**

Is your practice dependent on one or two core clients? What would happen to your practice if those core clients cut back on their use of your services or left your firm altogether?

Have you ever conducted a client satisfaction interview?

Have you ever worked with a coach or an accountability partner on achieving your goals?

Until next time,

Robin

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