

## **100 Ways To Grow A Thriving Law Practice**

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## **Introduction**

The book, **100 Ways To Grow A Thriving Law Practice**, is comprehensively designed to grow law firm revenue by providing practical, cost-effective and measurable marketing and business development strategies.

Over twenty years of marketing, sales and business development are summarized in easy to understand action steps.

The business growth ideas in **100 Ways To Grow A Thriving Law Practice** are intended to benefit firms of all sizes, from the sole practitioner to large established international law firms. Small to medium size firms use this book like an in-house marketing consultant. The Chief Marketing Officer (CMO), Chairman, Managing Partner (MP) and Practice Group Leader (PGL) of larger firms can provide this book to Associates and Partners as an idea generator to bring back to the Chairman, CMO, MP or PGL for review, comment and appropriate action.

Don't make the mistake and think this is 100 Ways to grow every practice. These are 100 ways to grow a practice. The reader is looking for just those six to eighteen Ways that make sense for your firm and can make the six, seven, or eight figure difference in net revenue growth.

Solo practitioners and small firms may find six to eighteen Ways out of the 100 Ways they want to immediately incorporate into their business development plan and act on as soon as reasonably possible. If a small firm to medium sized firm only employs Way #17, the Gold Mine Interviews, a significant revenue generating bump worth five to seven figures should occur.

Next step: take the short Business Development Quiz.

Then quickly scan the 100 "Ways" for the ones that stand out and capture your imagination and give you a gut feeling that says, "This one has return-on-investment and the sweet smell of success written all over it."

For a particular idea one reader may say, "We've been doing that for years." For the same idea others will say, "We should have been doing that for years."

Avoid the error of being put off by the "silly" or "obvious." Some of the Ways listed may seem silly at first reading, yet may stimulate an off-shoot idea that generates very serious revenue if acted upon. Some of the Ways may be "obvious," but are you doing the obvious?

Some Ways may appear similar. An important few are restated with slightly different wording

for emphasis and action, while others have a slight but significant difference.

After each Way there is a little writing space for you to make a few quick notes as they occur to you in the moment. This is your book. Mark it up liberally. Copies are easy and fast to come by.

All of the Ways are designed to grow firm revenue and increase your net income while enhancing your reputation within the community upon whom you rely.

Following the Ways list you will find Executive Coaching ROI, a Practice Area Rating Grid, The Art and Science of Selling, Business Development Action Sheets, an Expanded Business Development Quiz, and About The Author.

Free web links are referenced as you go through the book which will provide expanded information on many of the Ways.

Should you want more 1:1 support, the Keller Business Development Advisory Group is available. The Keller Business Development Advisory Group, KBDAG, helps law firms grow their revenue by adding new clients while expanding existing relationships and supporting each individual attorney to meet their business development goals by getting what's in the way out of the way. *100 Ways To Grow A Thriving Law Practice* and KBDAG will address the internal as well as the external elements of biz dev success.

Business development consciousness is an ongoing pursuit for everyone in the firm, without exception. You may ask, "When do you stop actively marketing?" The answer is, "When you retire." And if you want retirement to be on your schedule and at your preferred level of income, then go to the next page of the book and take the Business Development Quiz.