

Your vision and goals will drive your legal marketing strategy

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

When you, as a business owner, are looking to maximize the return on your legal marketing dollars, you need to be aware of how your business vision and goals influence your law firm marketing strategy. To help you with that, here are some questions to help you with the vision and goal setting process.

- **How do you define success?** – Does success for you equate with growing the firm to a certain number of employees? A particular dollar figure for your income? A firm of a certain size that allows you to take more time off?
- **What are your personal and professional goals?** What kind of firm are you trying to build? A niche firm? A mid-size to large firm? Are you looking to retire early? Are you looking for a firm that affords you ample time off and a high income? All of these things need to be considered as you set your vision and goals.
- **Where do you want to be 1, 5 and 10 years from now?** This goes back to the previous post about making your plans measurable and managed. You should set benchmarks in a variety of areas at the 1, 5 and 10 year marks to help you measure the progress of your plan.

Your vision and goals are yours as the business owner. They need to reflect what you hope to achieve. Don't base them on others expectations or what you think you should do. Rather, base them on what you want to achieve. Once you have them nailed down, revisit them on a regular basis.

It is only after you have your vision and goals articulated that you can throw your energy into legal marketing strategies that you will be able to design and implement an effective law firm marketing plan.

More on vision and goals tomorrow.

Unsure about attending a Rainmaker Retreat?

If you are still unsure about attending a [Rainmaker Retreat](#), sign up for one of our [complimentary teleseminars](#). These free one hour calls give you valuable law firm marketing and business tips that you can implement in your law practice right now. Don't miss this opportunity to preview something that can revolutionize your law practice.

Stephen Fairley, M.A., RCC, CEO

Law Firm Marketing Expert • Master Business Coach • Best-Selling Author

Stephen@TheRainmakerInstitute.com

Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

<http://www.therainmakerinstitute.com/>

<http://www.rainmakerretreat.com/>

[http://www.therainmakerinstitute.com/products.htm#Compact Disk Sets](http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets)