

SAMPLE

BUSINESS PLAN
Marketing & Revenue Production
2016-2018



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I. Introduction

The Business Development Plan that follows includes both a Marketing Plan and a Revenue Generation Projection for the 2016-2018 timeframe. As a potential partner, I believe my skills, contacts, and experience would match up well with any firm. This combination will allow me to aggressively develop business for the benefit of both the firm and myself.

II. Marketing Plan

A. Business Contacts

Over the past twenty years, I have worked for a number of Fortune 500 corporations in positions of increasing responsibility in the labor & employment law and human resource fields. My employers have included _____, _____, _____, _____, and _____. I have developed and maintained positive relationships with the many executives whom I have worked with over the years. Many of these individuals have gone on to senior executive positions throughout the country and overseas. These individuals include: _____.

Once I join a firm as a partner, I would immediately contact these individuals – and a number of others whom I have not mentioned – and inform them I have returned to private practice. **I expect to contact over 75 individuals in this category.**

B. Industry Associations

Over the years, I have been involved in a number of industry associations which include the _____, _____, and the _____. Through these Associations and others, I have maintained close relationships with a number of senior executives from some of the largest corporations in the world. Examples of some of the individuals I know include: _____.

Again, I plan to get in touch with these individuals, many of whom I have been in contact with in the last 60 days. **I expect to speak to over 50 individuals in this category.**

C. Professional Associations

I am a member of at least three professional associations that will provide significant contacts and leads. They include the _____, _____, and _____. The __ includes hundreds of former and current executives employed by _____ and its various subsidiaries, including __, _____, _____, and _____. I have worked with a number of these individuals and the others know me by reputation. The _____, contains listings of thousands of Academy graduates who have gone on to successful business careers in numerous fields. As a lifetime member of the _____, I have developed relationships with local and other Academy graduates. **I expect to contact at least 100 individuals in this category.**



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D. Professional Contacts

Over the course of my career I have worked with and have high-level contacts at a number of professional services firms including, HR consulting, executive search, outplacement and general practice law firms. These firms include: _____. I plan to let them know I have returned to private practice and will discuss the potential for alliances with their organizations. **I expect to contact at least 25 firms in this area.**

E. Personal Contacts

I have lived in the Denver area for almost seven years. My wife and I have been involved in a number of civic organizations including the High School PTA. In addition, I am in the process of becoming a member of the _____ Country club. We have met a number of senior level executives through these sources and other sources throughout the country. Again, I plan to notify these contacts of my return to private practice. **I expect to contact over 50 individuals.**

F. Former Clients

I plan to notify former clients, from my days at _____, of my return to private practice. I have maintained relationships with many of these individuals over the years. **I expect to contact 20 former clients.**

G. My Current Employer

I have developed close, personal, and working relationships with a number of executives in the legal, operations, and HR departments here at _____. I have indicated to a number of them that I am considering a return to private practice. They appear very excited and interested in possibly retaining me to continue to advise them and represent them. In addition, because of the merger of _____ and _____, many employees here will lose their jobs. I am in the process of assisting many of the executives and other employees with job leads and recommendations, and will continue to do so. I expect these contacts to be a source of future business.

III. Projected Revenue Production for 2016 -2018

I have compiled a good faith estimate of the revenue I expect to generate if I am to join a firm as a partner. My estimate is based on a number of factors. As described above, over the years I have developed a significant number of relationships with senior HR, legal, and operations executives. Because I have worked for a number of Fortune 500 corporations, the large majority of my key contacts are with senior executives working for large employers (\$2-\$20 billion in revenue and 4,000 to 50,000 employees with multiple locations throughout the country and internationally). I was very successful presenting a good labor & employment model to clients in the mid 90's with _____. In the course of approximately one year, I retained approximately ten clients including _____, in addition to a few smaller companies. I was recruited away by one of my clients, _____.



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A. Methodology

I have taken a “bottoms up” approach in developing the estimate. That is, I first identified the Source of the potential work. I then estimated the number of hours per project and the number of projects I expect to procure. Then I estimated the expected revenue from both hours I expect to bill and hours of work I expect to originate, but not bill myself. I will be glad to explain the chart in more detail. The estimates of the number of hours per project are based on current matters at _____ being handled by outside counsel or by myself; or matters I have handled in the past. On the following page, I have set forth a full year projection for 2017 and 2018.

B. Assessment

I plan to focus my business development efforts on large employers. As a result, I expect to obtain multiple assignments from any given employer. Assignments with a given employer have a way of multiplying. As an example, while at _____, my first assignment with _____ was conducting union free training. Because the client was pleased with my work, I then received assignments for four R cases. I also intend to develop business among smaller Colorado employers, through the relationships described above.

C. 2017 Projection

Below is a good faith estimate of the revenue I expect to generate in the upcoming year. One of the factors that distinguishes me from other in-house candidates is that I have made it a point to develop and maintain an extensive network of individuals. I am convinced this network will provide a robust source of business. I expect the projects to come from a number of the contacts previously listed in this Plan. However, I will focus my efforts on the four industries I am most familiar with – Consumer Products and Services, Industrial Products, Technology & Telecommunications and Energy & Petrochemicals. Below, I have listed, by industry, some of the more promising prospects.

Technology & Telecom	Consumer P&S	Industrial Products	Energy & Oil
Adelphia Comm.	Amer. Food Svc.	Banta Corp.	Excel Energy
AT&T	Auto Nation	Barnes Grp.	Lyondell Corp.
Avaya Comm.	Coors Brewing	Corp. Express	Lyondell Citgo
Bell South	Frito Lay	Du Pont	Unocal
Coors Tek	JC Penney	GPI	
Compucom	Sysco Foods	Int'l Paper	
Cox Communications	Syigma/Sysco Foods	Johnson Controls	
Expanet Comm.	Vail Resorts	Johns Manville	
IBM	Waste Mgt.	Menasha Corp.	
T-Mobile	Ultimate Electronics	Surface Prep Inc.	



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Revenue Estimate - 2017

Source	*Hours per Project	Revenue per Project	Number of Projects/ Hour Billed	Revenue Billed per Source	Number of Projects Originated/ Hours Billed	Revenue Originated per Source	Total Revenue
Contract Negotiations	240	\$72,000	2/480	\$144,000	0	\$0	\$144,000
Lawsuits/ Litigation	120	\$36,000	0/0	\$0	1/120	\$36,000	\$72,000
R Cases	160	\$48,000	3/480	\$144,000	1/160	\$48,000	\$192,000
Arbitrations	40	\$12,000	4/160	\$48,000	1/40	\$12,000	\$72,000
EEO Charges	24	\$7,200	4/96	\$28,800	2/48	\$14,400	\$43,200
ULPs	24	\$7,200	4/96	\$28,800	1/24	\$7,200	\$72,000
Wage & Hour Claims	20	\$6,000	1/20	\$6,000	1/20	\$6,000	\$12,000
OSHA Claims	20	\$6,000	0/0	\$0	1/20	\$6,000	\$6,000
Union Free Trng.	8	\$2,400	10/80	\$24,000	0	\$0	\$24,000
Perf. Mgt. Trng.	8	\$2,400	10/80	\$24,000	0	\$0	\$24,000
M&A Due Diligence	20	\$6,000	2/40	\$12,000	0	\$0	\$12,000
M&A Integration	20	\$6,000	2/40	\$12,000	0	\$0	\$12,000
Advice & Counsel (Annualized)	150 yearly	\$45,000	N/A/150	\$45,000	0	\$0	\$45,000
TOTAL	N/A	N/A	N/A/1722	\$516,600	432	\$129,600	\$646,200

* Assume billing rate of \$300/hour

D. 2018 Projection

Because I plan to focus on large multi-location employers, I expect to obtain multiple assignments. In order to insure this estimate is realistic, I have assumed no increase in my hourly billing rate.

Revenue Estimate – 2018

Source	*Hours per Project	Revenue per Project	Number of Projects/ Hour Billed	Revenue Billed per Source	Number of Projects Originated/ Hours Billed	Revenue Originated per Source	Total Revenue
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Lawsuits/ Litigation	120	\$36,000	0/0	\$0	1/120	\$36,000	\$72,000
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M&A Due Diligence	20	\$6,000	2/40	\$12,000	0	\$0	\$12,000
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Advice & Counsel (Annualized)	150 yearly	\$45,000	N/A/150	\$45,000	0	\$0	\$45,000
TOTAL	N/A	N/A	N/A/1722	\$516,600	432	\$129,600	\$646,200

* Assume billing rate of \$300/hour

E. Projection for Balance of 2016

For the balance of 2016, I expect to focus on business development activities. As a result, it is difficult to estimate the number of hours I will bill or originate.

IV. Conclusion

My business, professional and personal contacts, and legal experience would match up well with any firm. Pertaining to a labor & employment law firm, I can be very successful developing business for a firm through my many contacts who work for large, nationwide employers, in addition to my many contacts among smaller employers here in Colorado. The type of contacts I have are likely to lead to the generation of multiple projects for whatever firm I join and myself. At your convenience, I am available to discuss this in more detail.



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