

The One-Page Law Firm Marketing Plan

Fill one line per question. Keep it to a page. Review it monthly.



Firm: _____ Quarter: _____ Owner: _____

1 Goals

How many signed cases do you want per month?

What is your average case value, and the monthly revenue that represents?

How many leads do you need to get there (work backward from your conversion rates)?

2 Ideal client & niche

Who exactly is your ideal client? Be specific about practice area and location.

What is the one thing that makes your firm the obvious choice for them?

3 Channels this quarter

Channel 1 (top priority):

Channel 2:

Channel 3 (and 4, if any):

4 Budget

Total monthly marketing budget?

Rough split across the channels above?

5 90-day calendar

Three actions per month, each with an owner.

Month	Action (3 per month)	Owner
Month 1		
Month 2		
Month 3		

6 KPIs (review monthly)

3–5 numbers, led by cost per signed case.

Metric	Target	Review date

Monthly review date: _____ *Keep what produces signed cases. Cut what doesn't.*