



## Tips for running a pilot test of the *Success Kit*

*Adapt these steps to fit your firm's culture and goals.*

### **Eleven steps for a pilot test with lawyers**

1. List several lawyers who are interested in business development, and open to trying new tools and tactics. Work first with those who have had some success in the past, since they are most likely to produce positive results, and create a good first impression.
2. Distribute color brochures about the Success Kit, and ask who is interested in seeing the Kit. (Note: Color brochures can be obtained from LegalBizDev or downloaded from [www.legalbizdev.com/products](http://www.legalbizdev.com/products).)
3. If the firm has already purchased a Kit, make sure lawyers understand that looking it over will not require any new expense.
4. Encourage lawyers to preview the audio demo and Success Kit samples on the web at [www.legalbizdev.com/products](http://www.legalbizdev.com/products).
5. Send an email like this

### **A new business development tool that you may want to borrow**

We recently purchased a copy of *The LegalBizDev Success Kit*, a multimedia reference tool that helps lawyers develop business more efficiently. It includes a mini-course on legal business development on three audio CDs, and an A to Z encyclopedia of advice for common legal marketing situations, including best practices other law firms are using to increase satisfaction for current clients, to find new clients, to develop elevator speeches, and much more.

Would you be interested in trying the “10 minute tour” that comes with the Kit to see if it might be useful in your practice?

6. When you get a response, lend the lawyer your Kit, direct them to the “Ten minute tour”\*, and set a deadline to get it back.
7. A few days later, ask if they have had a chance to look at the Kit, and what they thought.

8. If they feel it could be useful, give them a copy of “Tips for lawyers – How to get started”\*
9. A few days later, ask whether they would be interested in any of the approaches listed in the “Tips for Lawyers”: coaching, working in groups, or working alone.
10. If yes, follow up to make sure something happens, and consider obtaining a copy of the Kit for this lawyer.
11. Lend the Kit to someone else.

### **Six steps for a pilot test with business development professionals**

1. Select a business development professional who is interested in new tools, and able to find a little time.
2. Lend him/her your Kit, and give them a copy of the “Ten minute tour”\*
3. A few days later, ask if they have had a chance to look at the Kit, and what they thought.
4. If they feel the Kit could be useful, ask whether they would like to hold on to the Kit for a few days or weeks. Set a deadline to get your Kit back so that you can continue to use it yourself and lend it to others.
5. Give them a copy of: “Tips for business development professionals – How to get started with the *Success Kit*”\*
6. Check back a week or two later to discuss how they might use the Kit, and whether the firm could benefit if they had their own copy.

\* These free Tip Sheets and others can be downloaded from [www.legalbizdev.com/free](http://www.legalbizdev.com/free).

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