



LAW FIRM GROWTH ASSESSMENT

ARE YOU AND YOUR FIRM READY FOR GROWTH ?

This FIT Self-Assessment gives you an idea of how prepared you and your firm are for a lead generation system. There are 25 questions and it should take less than 15 minutes to complete. Answer quickly, there are no right or wrong answers.

Score yourself from 1 to 4 for each of the statements below. After completing the assessment follow the instructions to add up your score .

Rank each statement on a scale of 1 to 4

1=Strongly Disagree, 2=Disagree, 3=Agree, 4= Strongly Agree

1. I need to maximize current income

Strongly Disagree (1) (2) (3) (4) Strongly Agree

2. I want to sell part or all of my firm in the future.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

3. I own my building.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

4. I have a long term plan in place that I revisit regularly.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

5. I have diversified my investments for growth.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

6. We have detailed customer profiles for marketing purposes.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

7. We survey clients and past clients regularly.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

8. Our clients have a strong understanding of our business.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

9. Our clients experience success using our services.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

10. We know our clients decision making process.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

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11. We have the ability to predict how effective our marketing spend will be.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

12. We can track prospects across multiple lead sources.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

13. We experiment with multiple marketing tactics.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

14. We track new client inquiries by time period.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

15. We have detailed performance results from all past marketing and sales campaigns.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

16. Our demand for services is greater than our ability to deliver.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

17. Our firm has experienced economic ups and downs.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

18. We have a strong team in place.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

19. We have a solid business plan in place.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

20. We have capital available to grow.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

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21. We have a scalable growth plan in place.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

22. We have a clear picture of the firm's strengths, weaknesses and opportunities.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

23. Our growth needs to be profitable.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

24. Each partner in our firm has their own aims and objectives.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

25. We consider multiple options for growth.

Strongly Disagree (1) (2) (3) (4) Strongly Agree

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OVERALL P. 1 Total _____ + P. 2 Total _____ + P. 3 Total _____ = _____

Considering Your Overall Score

90+ Your firm is ready to use your lead generation process to accelerate your firm's growth as well as take advantage of the firm itself appreciating in value. Your answers indicate a willingness to build the firm as an asset, you know who your clients are, you know how to manage the marketing budget, and you're open to growth because you track like a pro. Start talking about the process you use and its unique value.

75-89 Your firm has some of the tools in place to drive firm value, now it's time to be more deliberate with lead generation as a stand alone process that others can plug into.

Below 70 Your answers indicate that your firm is not ready to maximize its value. It may be because you value current income over future value, or just that you haven't thought about it. If it's the latter, the first step is to let the idea of long term firm value roll around in your brain by asking, "What would we have to do...?"

AREAS of FOCUS Score by questions 1-5; 6-10; 7-15; 8-20; and 21-25

If you're not happy with your self-assessment, pick one area with a score under 20 and start asking open ended questions around the suggested topic.

Questions 1-5 focus on the question, *Do I want to build an asset that appreciates in the long-term?*

Questions 6-10 focus on the question, *Do we have evidence about who our target market is?*

Questions 11-15 focus on the question, *Do we have the tools to measure our marketing and sales effectiveness?*

Questions 16-20 focus on the question, *Is our firm set up for revenue growth?*

Questions 21-25 focus on the question, *Is my firm open to new ways of growing?*