

QUICK GUIDE

# 15 BD & MARKETING WINS YOU CAN DO IN UNDER 15 MINUTES

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Simple actions. Sustainable growth.

*Gemma Francis*  
CONSULTING

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# Welcome

If you're like most ambitious legal professionals, you know that business development and marketing are essential – but when you're juggling client deadlines, casework, and constant demands, they often fall to the bottom of the to-do list.

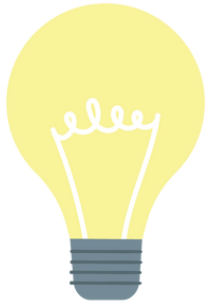
This guide is here to shift that.

Inside, you'll find 15 fast, strategic actions that take 15 minutes or less. They're designed to help you stay visible in your network, nurture referrers and intermediaries, and generate new opportunities – without needing to block out hours or launch a full-blown campaign.

Business development doesn't have to be time-consuming or uncomfortable.

Sometimes, a small, well-placed action is all it takes to move the needle – and stay top of mind with the people who matter.





# Visibility & presence

Be seen. Stay top-of-mind. Build recognition.

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01

## POST A VALUE-DRIVEN COMMENT ON 3 LINKEDIN POSTS FROM IDEAL CLIENTS OR PARTNERS

Identify recent posts by people you'd love to work with. Add thoughtful, relevant comments that show insight or spark conversation. It's a simple way to build rapport without sliding into the DMs.

02

## RESHARE A POST WITH A QUICK TAKEAWAY

Amplify someone else's content by reposting it with a one-line insight or reflection. You get visibility and show generosity.

03

## UPDATE YOUR LINKEDIN HEADLINE OR PROFILE PHOTO

Make small changes to reflect your most current positioning. A refreshed photo or clearer headline can instantly boost profile engagement.



# Warm leads & outreach

Keep the pipeline moving without feeling pushy.

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04

**SEND A FOLLOW-UP TO A LEAD WHO WENT COLD.**

Reignite a conversation with a short, friendly note. Try: 'Just checking in – is [X outcome] still a priority for you right now?'

05

**REACH OUT TO A PREVIOUS CLIENT OR CONTACT JUST TO CHECK IN**

No pitch. Just a warm hello, a shared resource, or a compliment. This builds goodwill and keeps you top-of-mind.

06

**ENGAGE WITH SOMEONE WHO VIEWED YOUR PROFILE OR LIKED YOUR CONTENT**

Say thanks or ask a friendly question. These are warm signals of interest – follow up while the curiosity is fresh.



# Authority & credibility

Establish yourself as someone worth knowing.

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## SHARE A RECENT CLIENT WIN OR LESSON LEARNED

Keep it short and benefit-focused. Try: 'One of my clients just [achieved result] by doing [action]. Here's what we learned.'

08

## RECORD A 1-MINUTE TIP VIDEO

Share a fast insight, myth-buster, or actionable idea. Don't worry about polish - showing up is what counts.

09

## REFRESH YOUR LINKEDIN ABOUT SECTION OR BIO

Highlight who you help, what problem you solve, and what makes you different. A tight, relevant bio attracts the right leads.



# Relationship nurturing

BD isn't just cold outreach - it's about staying human and memorable.

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## 10

### SEND A THANK-YOU OR APPRECIATION MESSAGE

Say thanks for a referral, a great conversation, or just someone's presence in your network. Gratitude is a magnetic force.

## 11

### WRITE A LINKEDIN RECOMMENDATION OR TESTIMONIAL

Support someone whose work you admire. It not only helps them - it showcases your values and often leads to reciprocity.

## 12

### INTRODUCE TWO PEOPLE WHO SHOULD KNOW EACH OTHER

Great connectors get remembered. A short intro email can create huge value for others (and reflect well on you).



# Fast wins & setup

Low-effort tasks that unlock more action later.

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## CREATE A REUSABLE FOLLOW-UP TEMPLATE

Write a base message you can tweak for follow-ups. This saves time and reduces resistance next time you want to reach out.

14

## MAKE A SHORTLIST OF 5 DREAM CLIENTS OR PARTNERS

Think of this as your BD wish list. Keep it where you can see it and start nurturing gently.

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## SCHEDULE A COFFEE WITH AN INTERMEDIARY

Reach out to someone who regularly refers, connects, or champions others. A low-key chat can uncover leads, insights, or future collaborations.

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# Ready to take your BD to the next level?

You don't need to master every BD tactic – just the ones that work for you.

At **Gemma Francis Consulting (GFC)**, we help lawyers build thriving, sustainable practices without burning out. From one-to-one strategy sessions to team training and hands-on support, we work with lawyers and law firms across the UK and Europe to make business development feel practical, focused, and achievable.

## Your next step:

Pick 3 actions from this guide and commit to them this month. Then, book a free strategy call to talk through your goals, challenges, and get tailored advice based on what works best for *you*.

## Want support?



[Book a strategy call here](#)

Or email Gemma directly here:



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Let's build a BD plan that fits *your* strengths and helps you grow your practice with confidence.



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