

QUICK GUIDE

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

Simple actions. Sustainable growth.

Gemma Francis
CONSULTING

Welcome

BD has a habit of feeling like something you'll get to when things quiet down. They rarely do.

This guide is for lawyers who want to make progress without overhauling their working day. Every action here takes 15 minutes or less. None of them require you to be extroverted, senior, or already good at this.

The actions in this guide are designed to be useful whether you're just starting to think about BD seriously, or whether you've been meaning to get more consistent for a while. Some will feel easier than others. Start with those.

Small, well-chosen actions done consistently will do more for your practice than a grand plan you never quite start. Pick two or three that feel manageable. Do those first. Then come back for more.



Visibility & presence

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

01

COMMENT ON THREE POSTS FROM PEOPLE IN YOUR TARGET MARKET

Find recent posts from clients, referrers, or people you'd like to work with. Add something that actually contributes – a relevant observation, a follow-up question, a different angle on what they've said.

02

RESHARE SOMETHING WITH A ONE-LINE REASON WHY IT MATTERS

Find an article, update, or post that's relevant to your clients or contacts and share it with a single sentence of context. You don't need a fully formed opinion or a long-form post. A clear, specific reason why something is worth reading is enough.

03

AUDIT YOUR LINKEDIN HEADLINE

Read your headline as if you've never heard of yourself. Does it say what you do and who you help, or does it just repeat your job title? Update it so that someone who doesn't know you can work out in ten seconds whether you're relevant to them.

Know your starting point

Good BD starts with knowing what you already have.

04

MAP YOUR TOP TEN CONTACTS

Who are the ten people most likely to refer work to you, instruct you directly, or open a door you haven't been able to open yourself? Write them down.

05

IDENTIFY ONE GAP IN YOUR PROFILE OR PRESENCE

Pick one thing that doesn't reflect where you are now – an outdated bio, a practice area you've moved into that isn't mentioned anywhere, a type of work you do regularly that nobody would know about from looking at your profile. Fix it.

06

FIND SOMETHING FROM YOUR RECENT WORK WORTH TALKING ABOUT

A trend you're seeing across matters, a question clients keep asking, something that's shifted in your area in the last few months. You don't need a polished opinion or a definitive answer. Something worth raising – a question, an observation, a pattern – is enough to start with.

Warm leads & outreach

Keep the pipeline moving without feeling pushy.

07

FOLLOW UP WITH SOMEONE YOU'VE BEEN MEANING TO CONTACT

A lead that went quiet, a contact from a recent event, someone who expressed interest but nothing came of it. A short message with a specific reason for getting in touch takes three minutes.

08

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

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

09

RESPOND TO SOMEONE WHO'S ENGAGED WITH YOUR CONTENT

If someone liked a post, left a comment, or viewed your profile recently, follow up while the signal is fresh. A brief, friendly message – acknowledging the connection or asking a straightforward question – is all it takes. These are warm leads. Treat them that way.

Relationships

BD is a long game. These actions compound.

10

SEND A SPECIFIC THANK-YOU

A referral, an introduction, a useful conversation, a piece of advice that actually helped. Write a short note that says exactly what you're thanking them for – not a generic follow-up, but something specific enough that they know you mean it.

11

WRITE A LINKEDIN RECOMMENDATION FOR SOMEONE WHOSE WORK YOU RATE

Pick someone you can speak to specifically and write something that actually reflects what they're good at. This isn't about reciprocity, though that often follows. It's about being someone who notices good work and says so publicly.

12

MAKE AN INTRODUCTION

Think of two people in your network who would benefit from knowing each other. Draft the email – keep it to three sentences explaining who each person is and why the connection is worth making. Sit on it for a day if you want to. Then send it. Great connectors are remembered.

Build the habit

The lawyers who do BD well aren't the ones who do the most. They're the ones who do something consistently.

13

BLOCK ONE BD SLOT THIS WEEK

Fifteen minutes. One slot. This week only. You can decide what to do with it when you get there – the point is to get there. If it helps, label it with a specific action rather than just "BD."

14

MAKE A SHORTLIST OF FIVE PEOPLE TO NURTURE THIS QUARTER

People you already have some connection to – clients you haven't spoken to in a while, referrers you want to stay in front of, contacts who are moving into roles where they could instruct you. Write them down and keep the list somewhere you'll actually see it.

15

WRITE DOWN YOUR ONE BD FOCUS FOR THE NEXT MONTH

One client you want to develop, one relationship you want to strengthen, one area you want to be more visible in. Specific enough that you'd know at the end of the month whether you'd done it or not. One clear focus will always outperform five vague intentions.

Want more like this?

TRIFECTA 
BD newsletter

Trifecta is our monthly newsletter for lawyers and law firm BD teams. No generic advice - just practical insight on what actually moves the needle.

Sign up to receive BD insights, strategies, and tips.

BD that actually sticks

Most BD support gives lawyers a framework and hopes for the best. A training day runs, people leave with good intentions, and six weeks later, very little has changed.

The problem is rarely skill. It's usually knowing where to start, building confidence, and having a plan realistic enough to survive a busy week. That's the gap GFC was built to close.

We work with mid-sized law firms and their lawyers – on associate training, 1:1 coaching, and in-house BD support. Whatever the brief, we start with what's actually getting in the way. Then we build habits that stick.

We're invested in whether the work actually changes something – not just whether the session went well.

We can help with:

- 1:1 coaching for partners and associates
- Associate and future partner training
- In-house BD team support
- Legal directory strategy and submissions
- Campaign design and delivery

If BD isn't working the way you want it to, let's talk about why.

We work with a small number of firms at a time – so it's worth a conversation sooner rather than later.



www.gemmafrancisconsulting.com