

2024

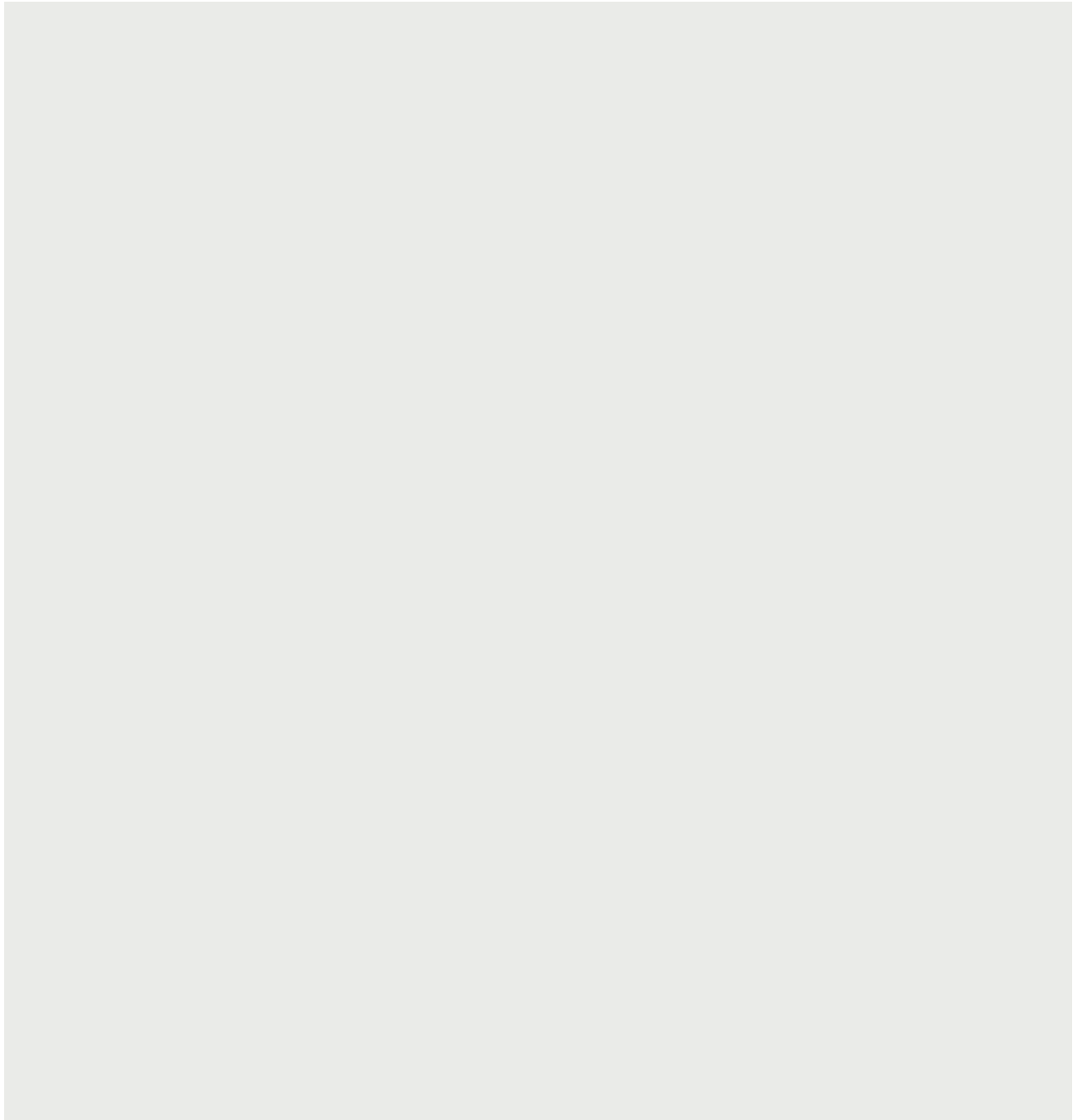
LAW FIRM
MARKETING
Reset Challenge



WORKBOOK



2024 GOALS



PRIORITIES



Goal 1

Blank area for Goal 1 notes.

Goal 2

Blank area for Goal 2 notes.

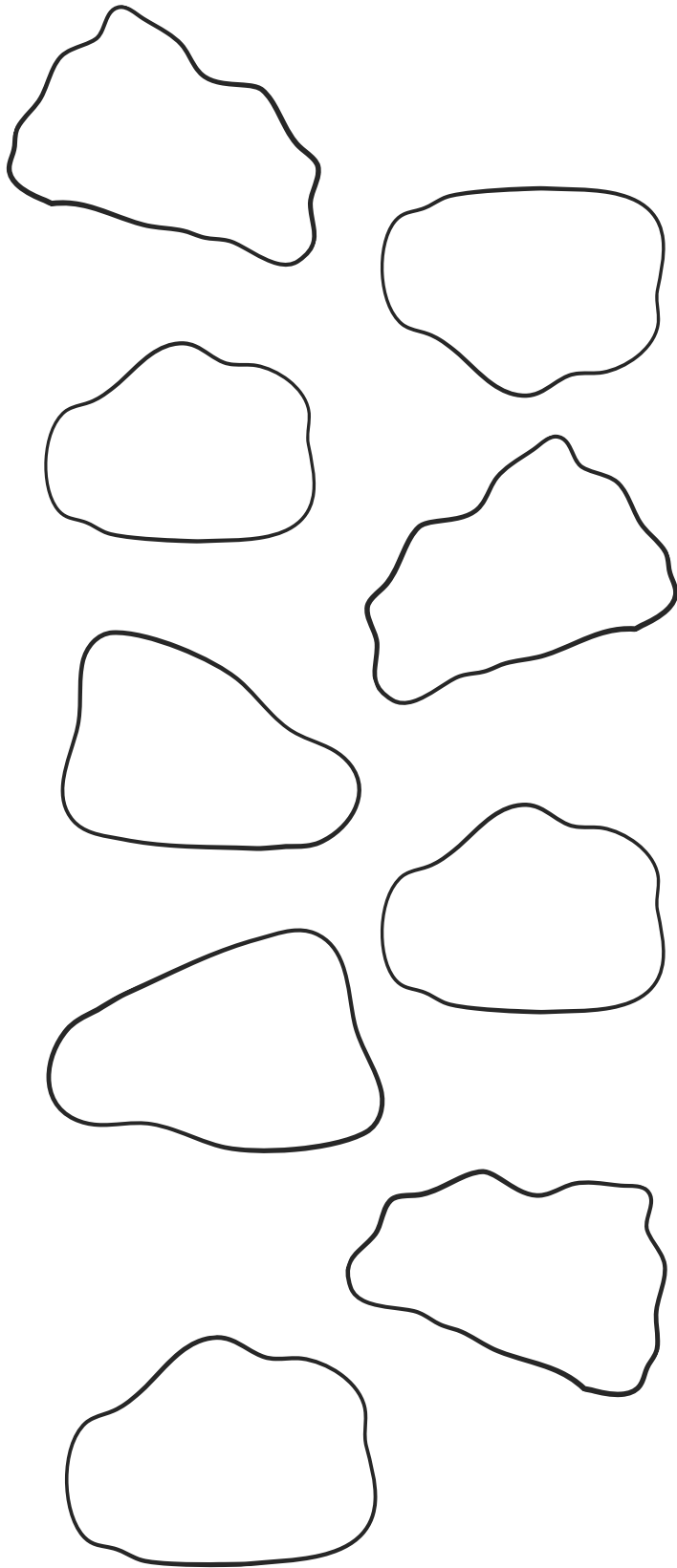
Goal 3

Blank area for Goal 3 notes.

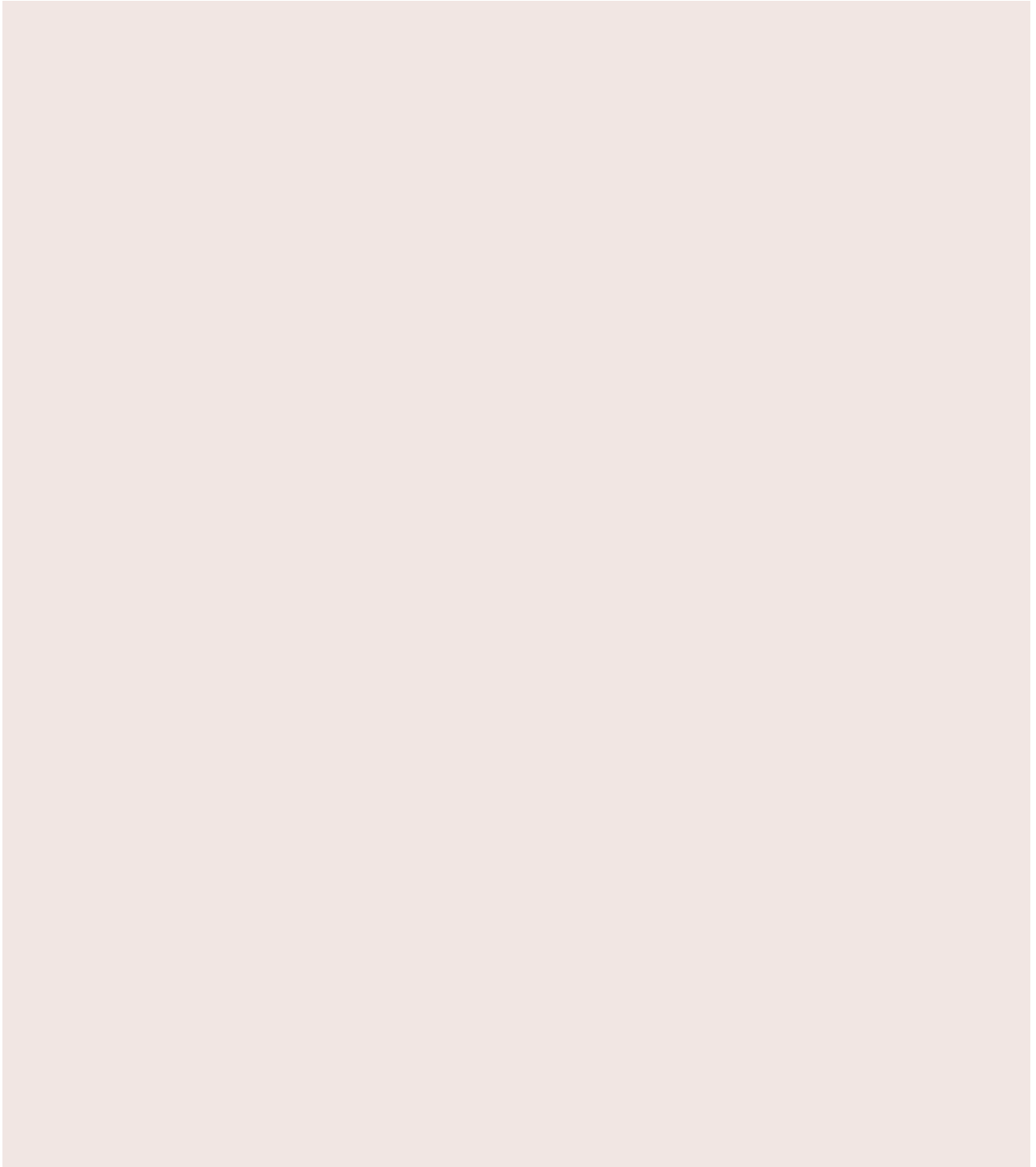
SUCCESS



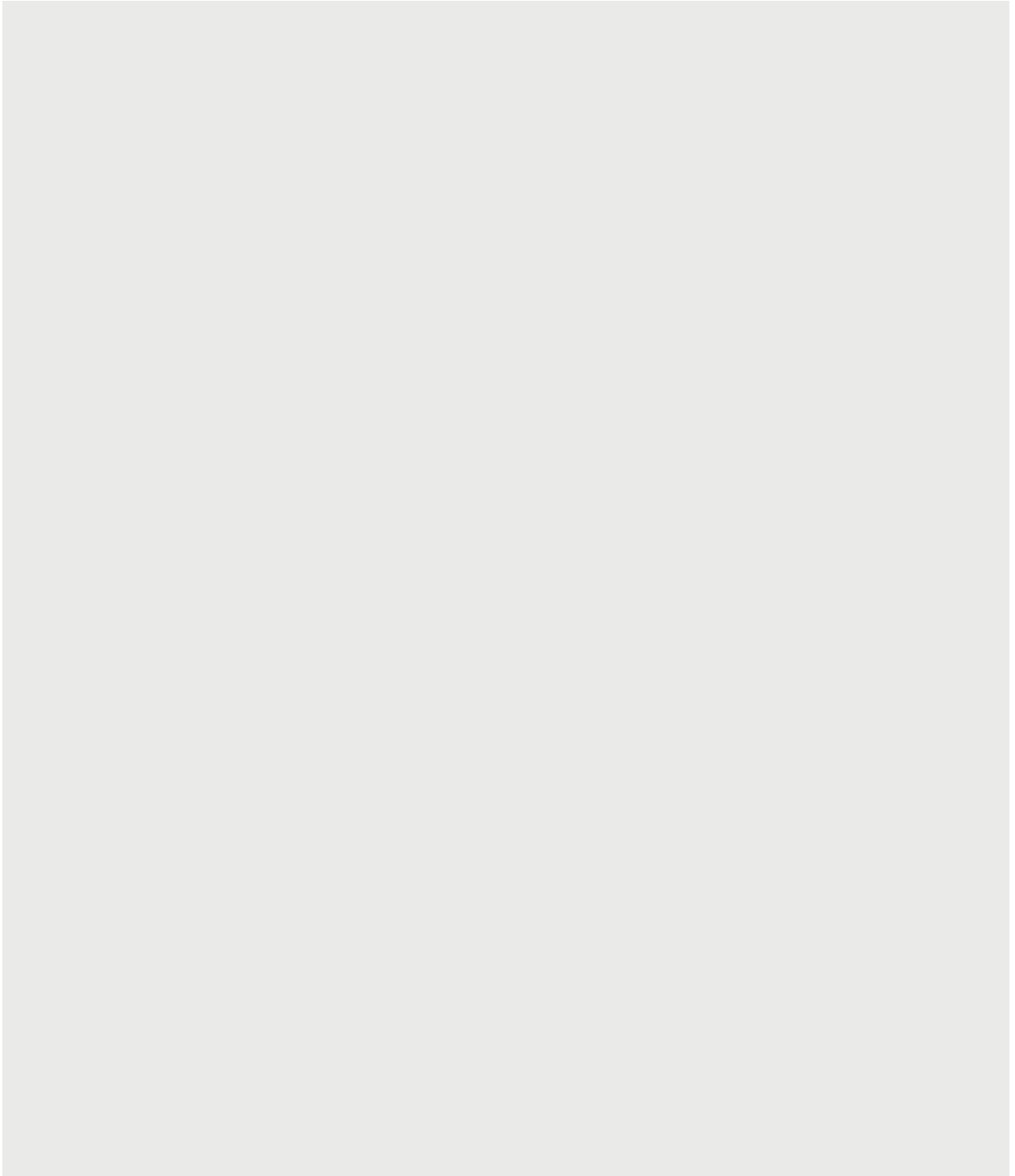
OBSTACLES



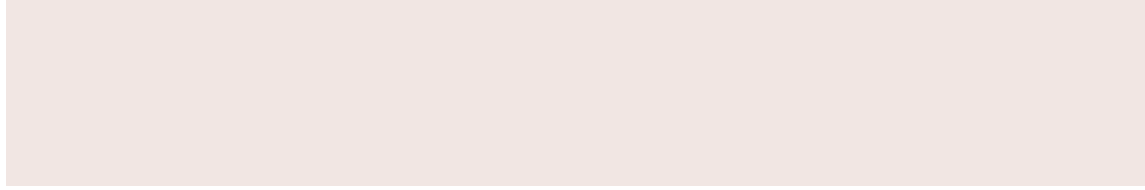
NOTES



REFLECTIONS

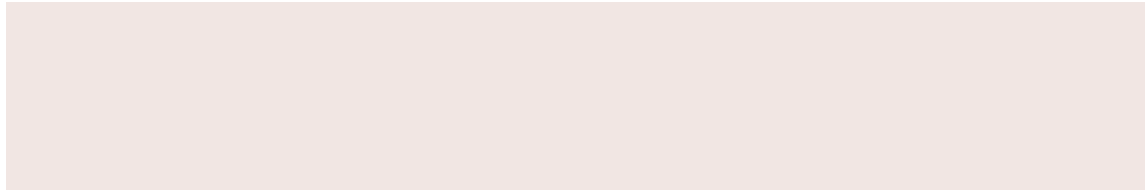
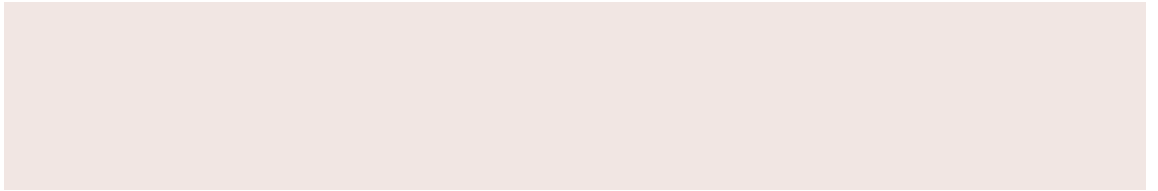


ESSENTIALS



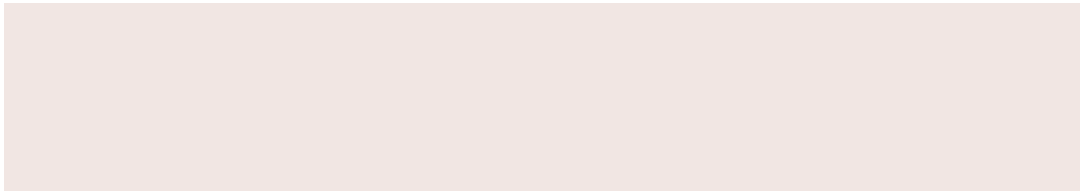
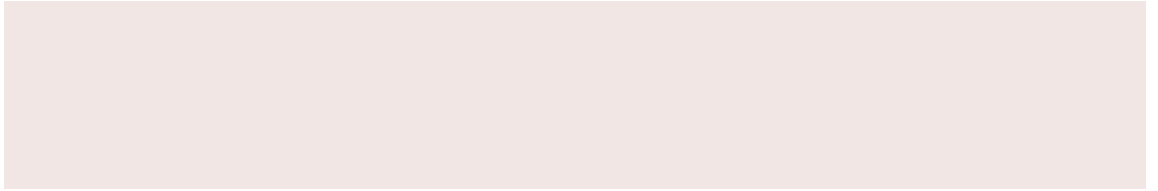
WHAT

WHERE



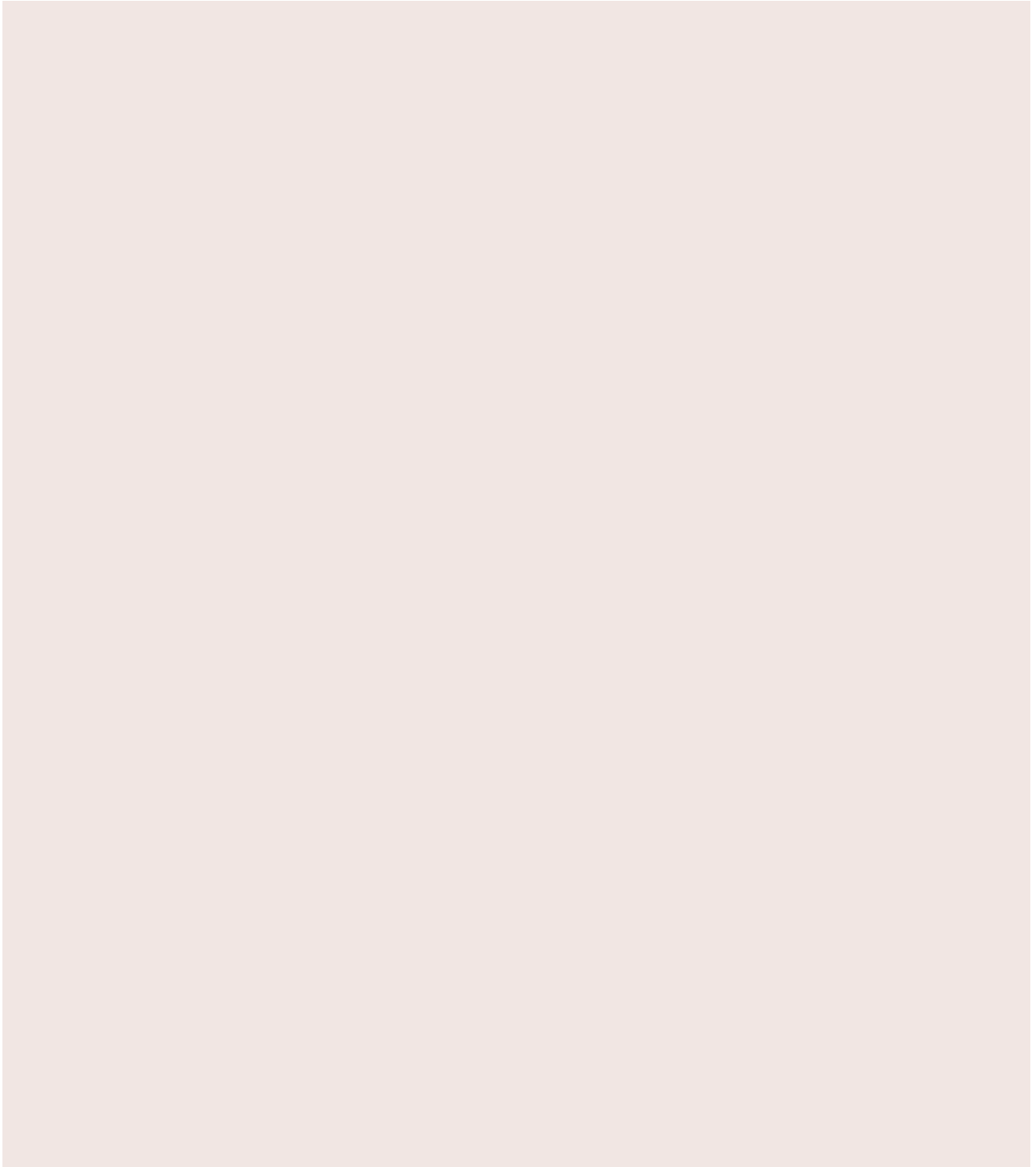
WHO

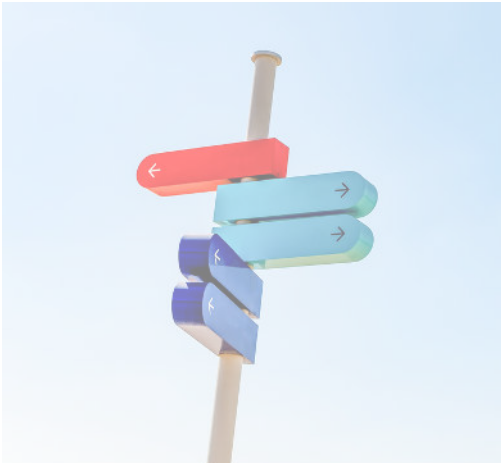
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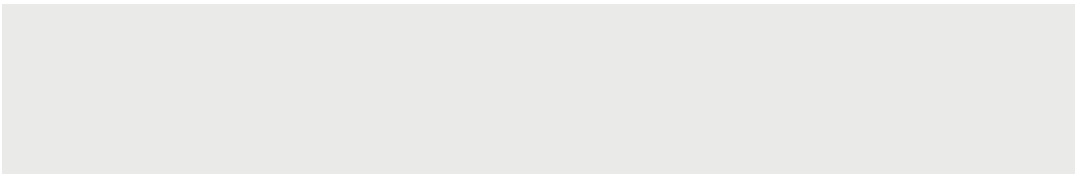
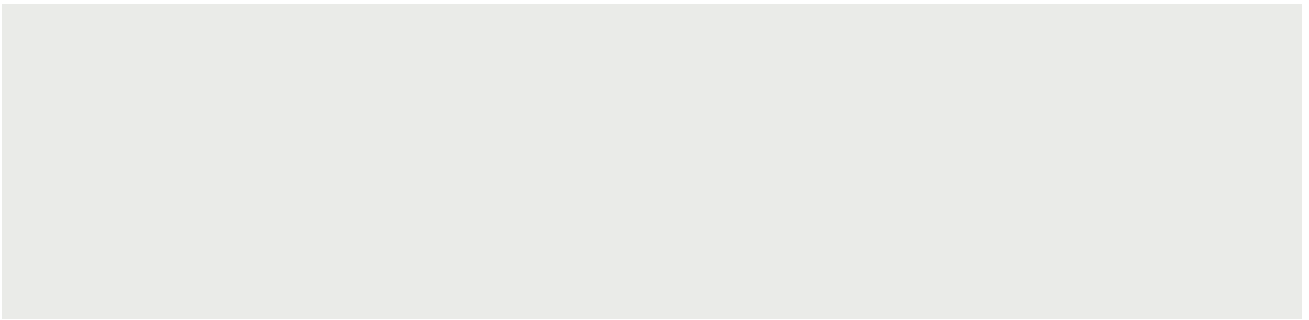
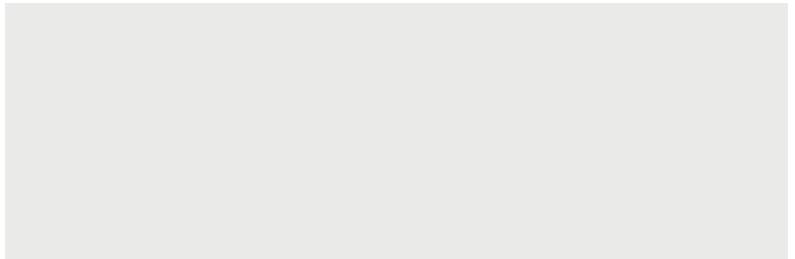
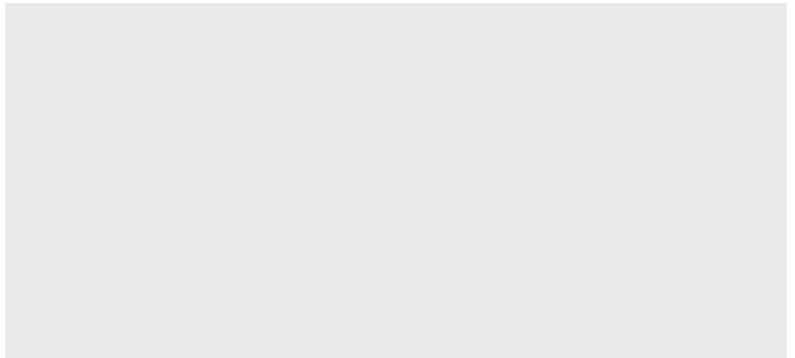
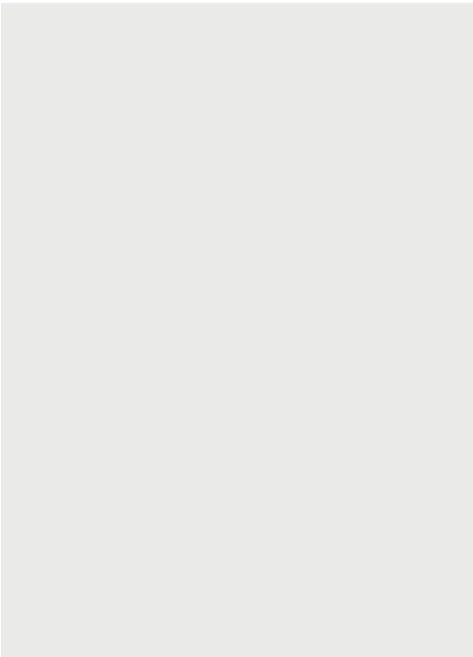
HOW

NOTES

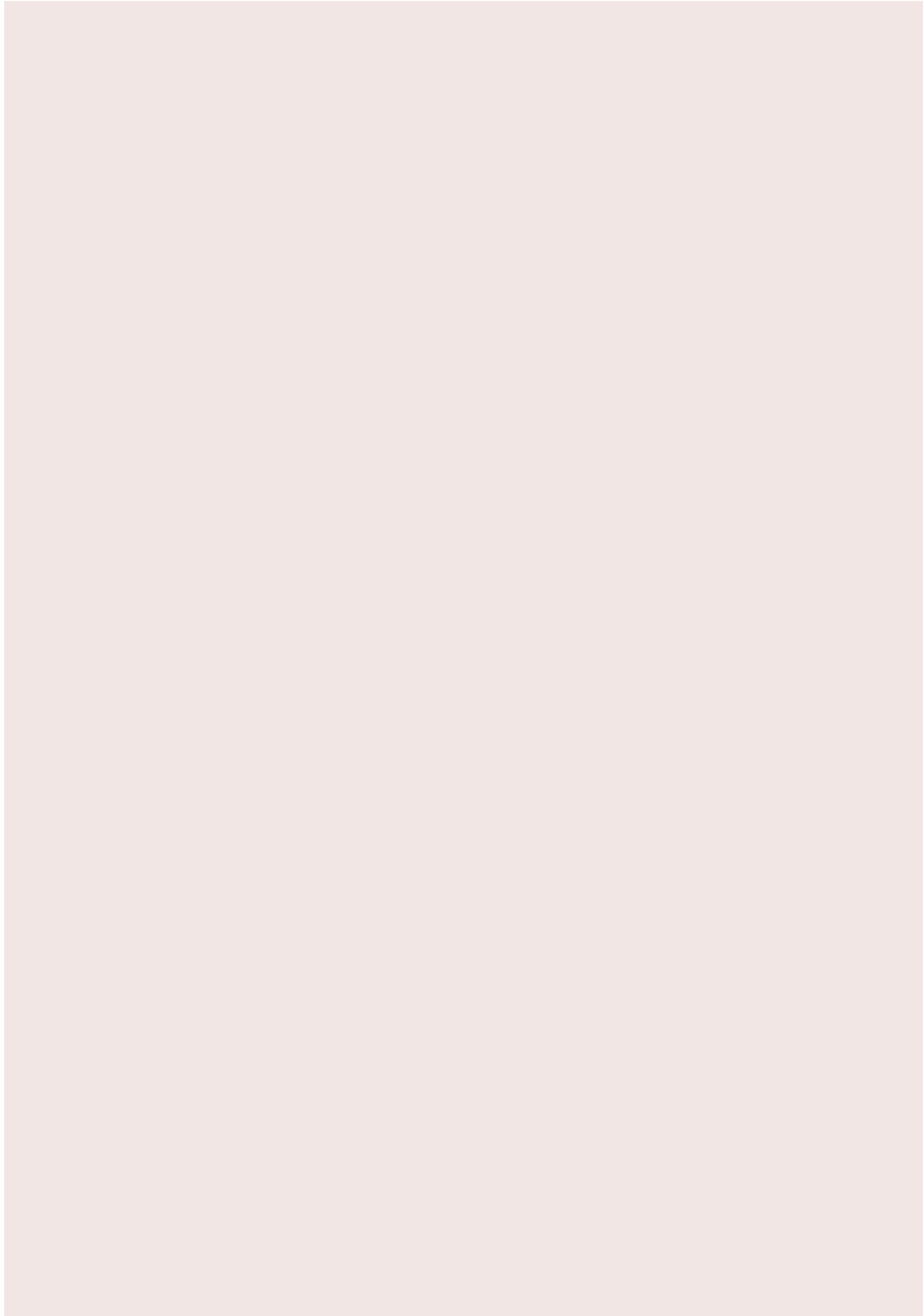




VALUES

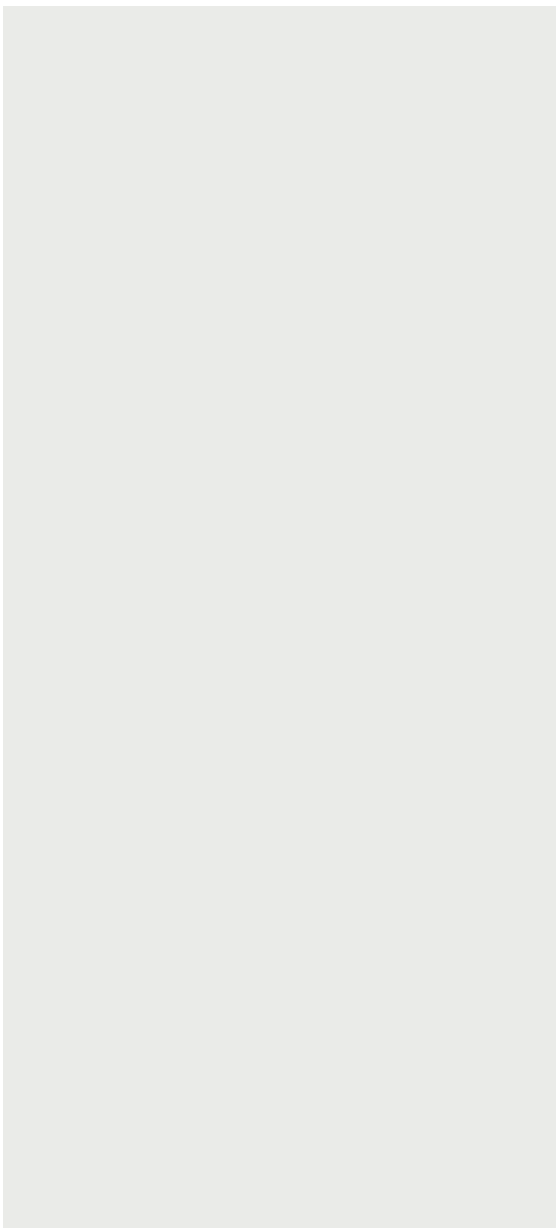


DAY 1 WRAP

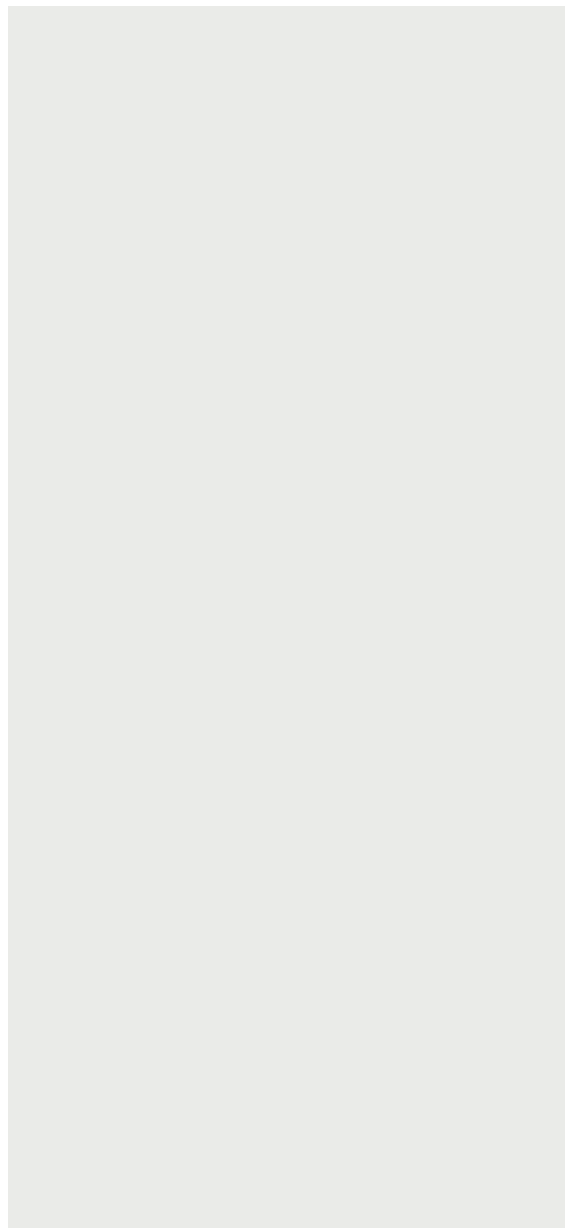


TOOLS & HACKS

AI & SHORTCUTS



TO ACTION

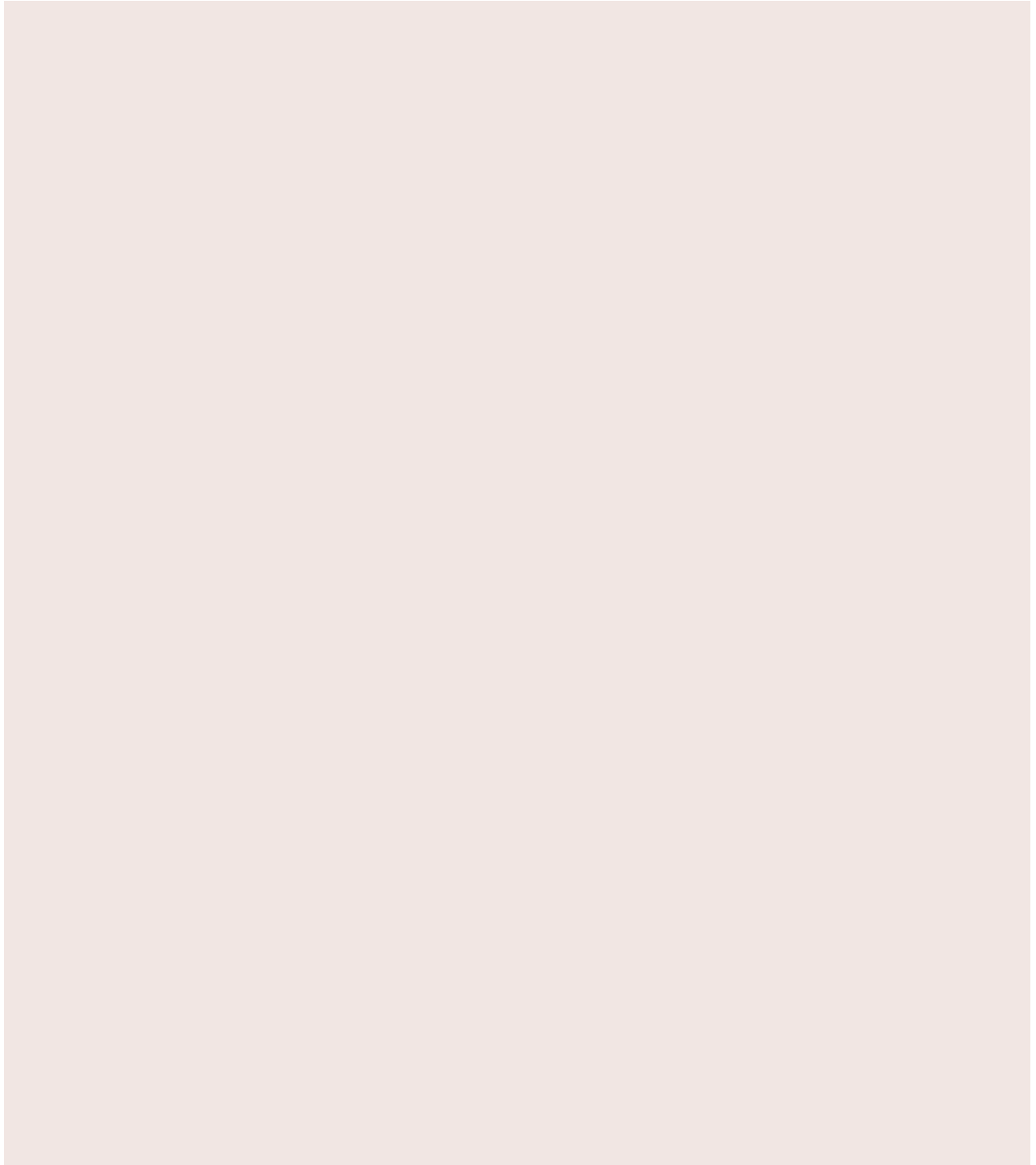




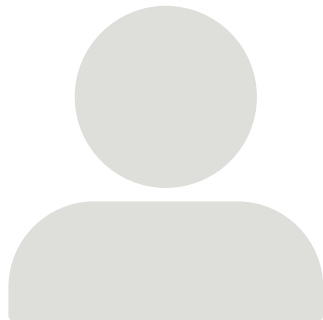
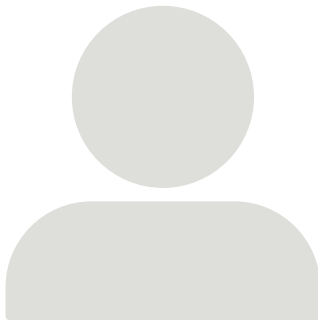
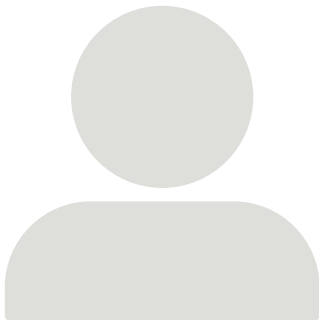
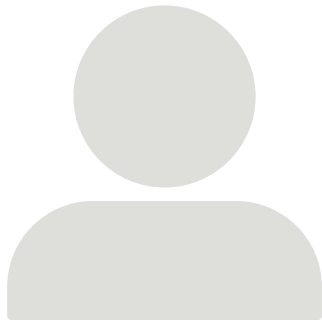
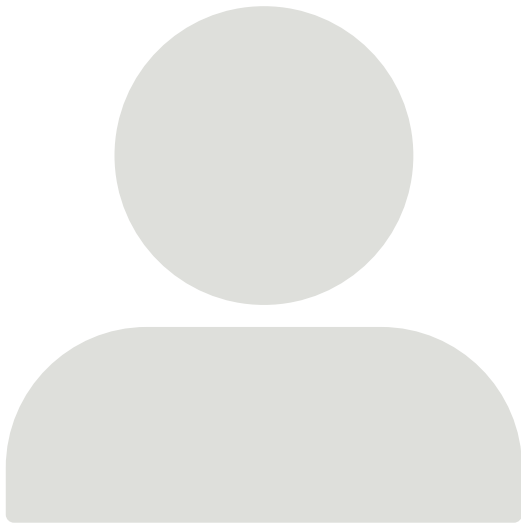
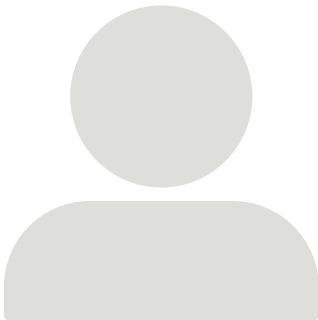
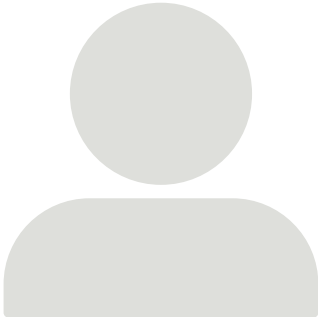
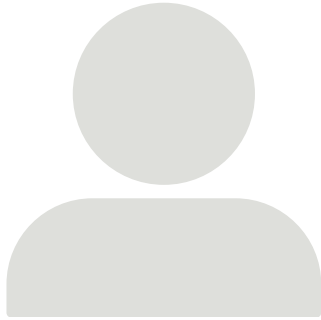
CONTENT & PLATFORMS

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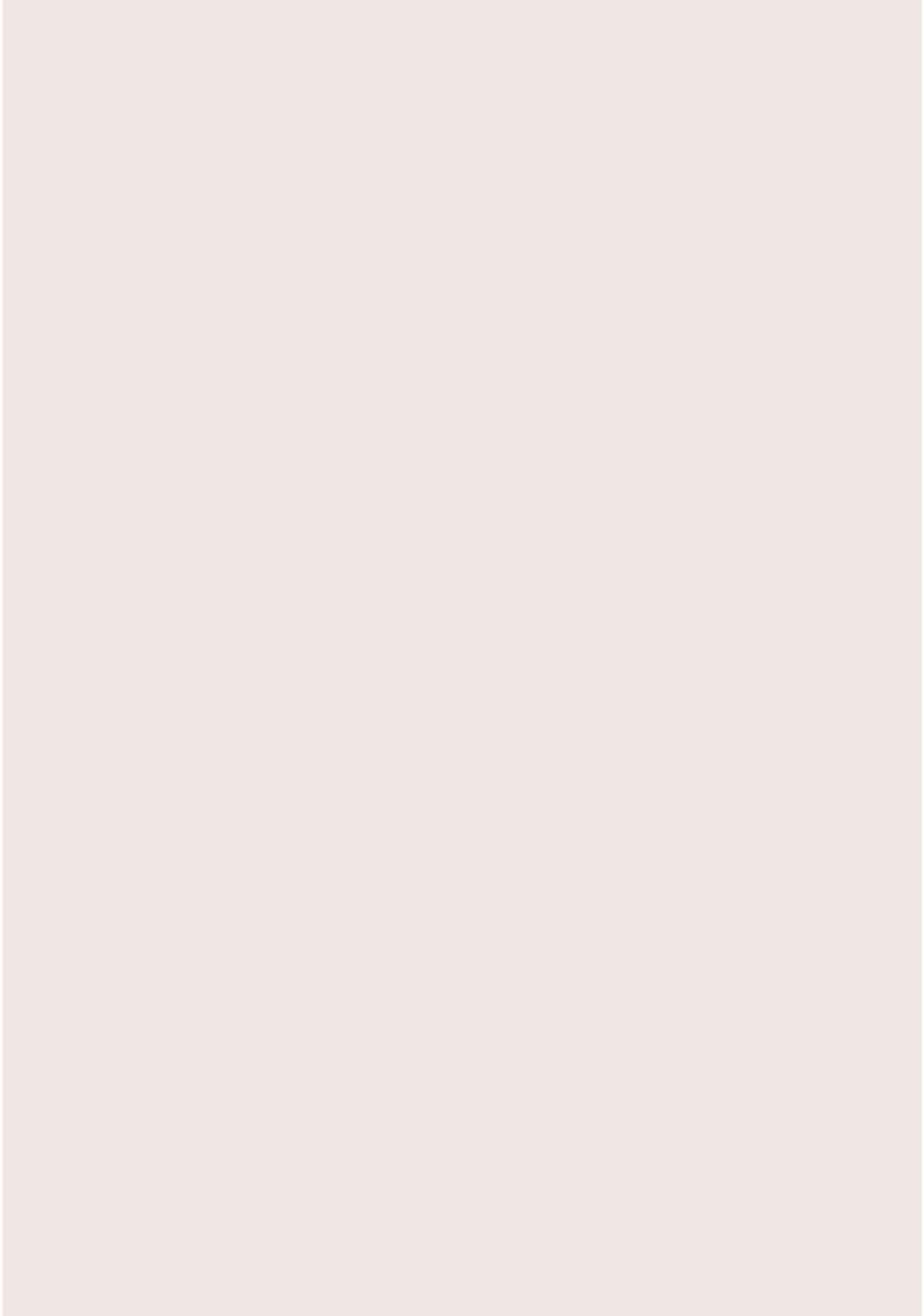
NOTES



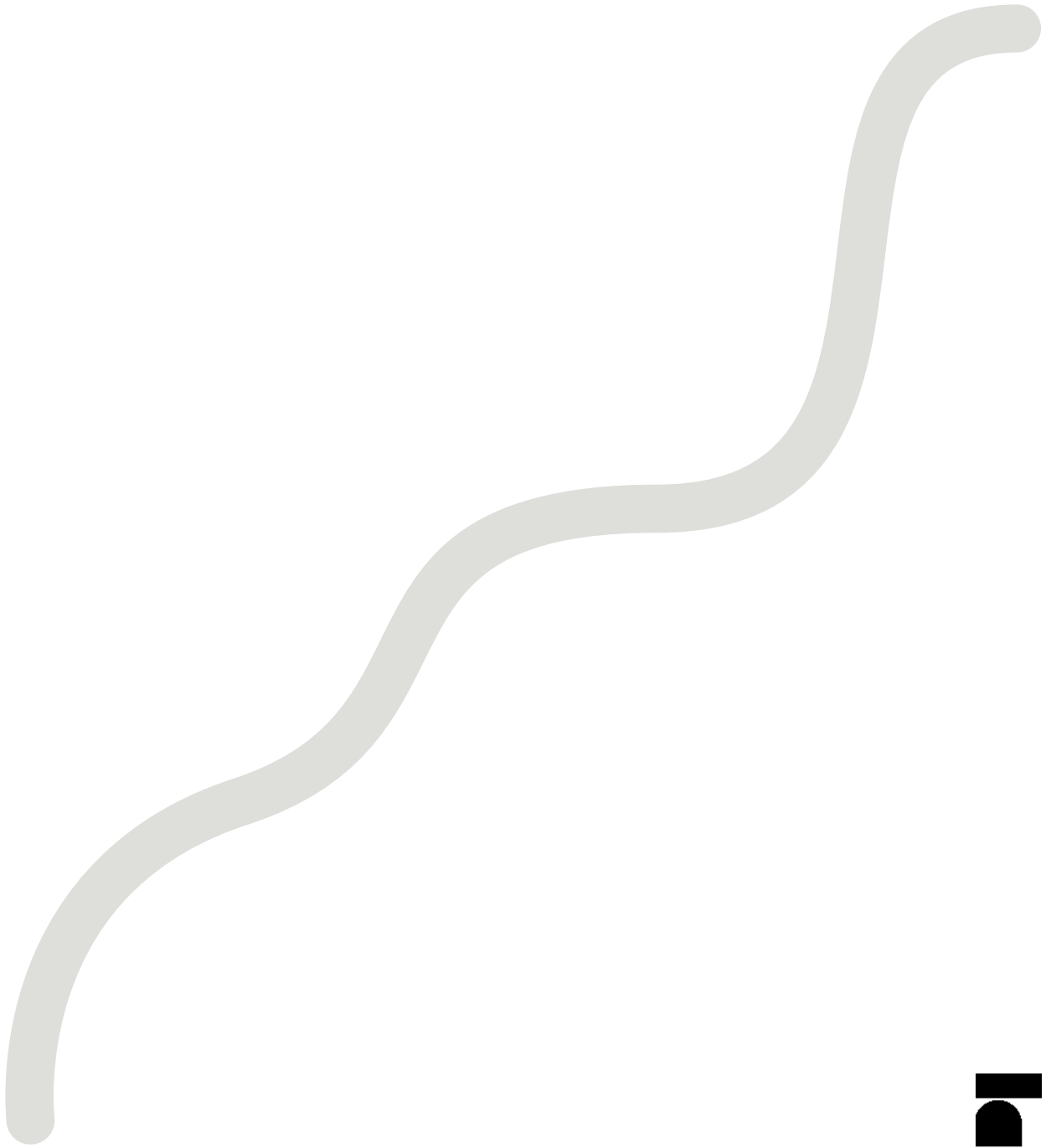
WHO



DAY 2 WRAP



GOAL 1 STEPS

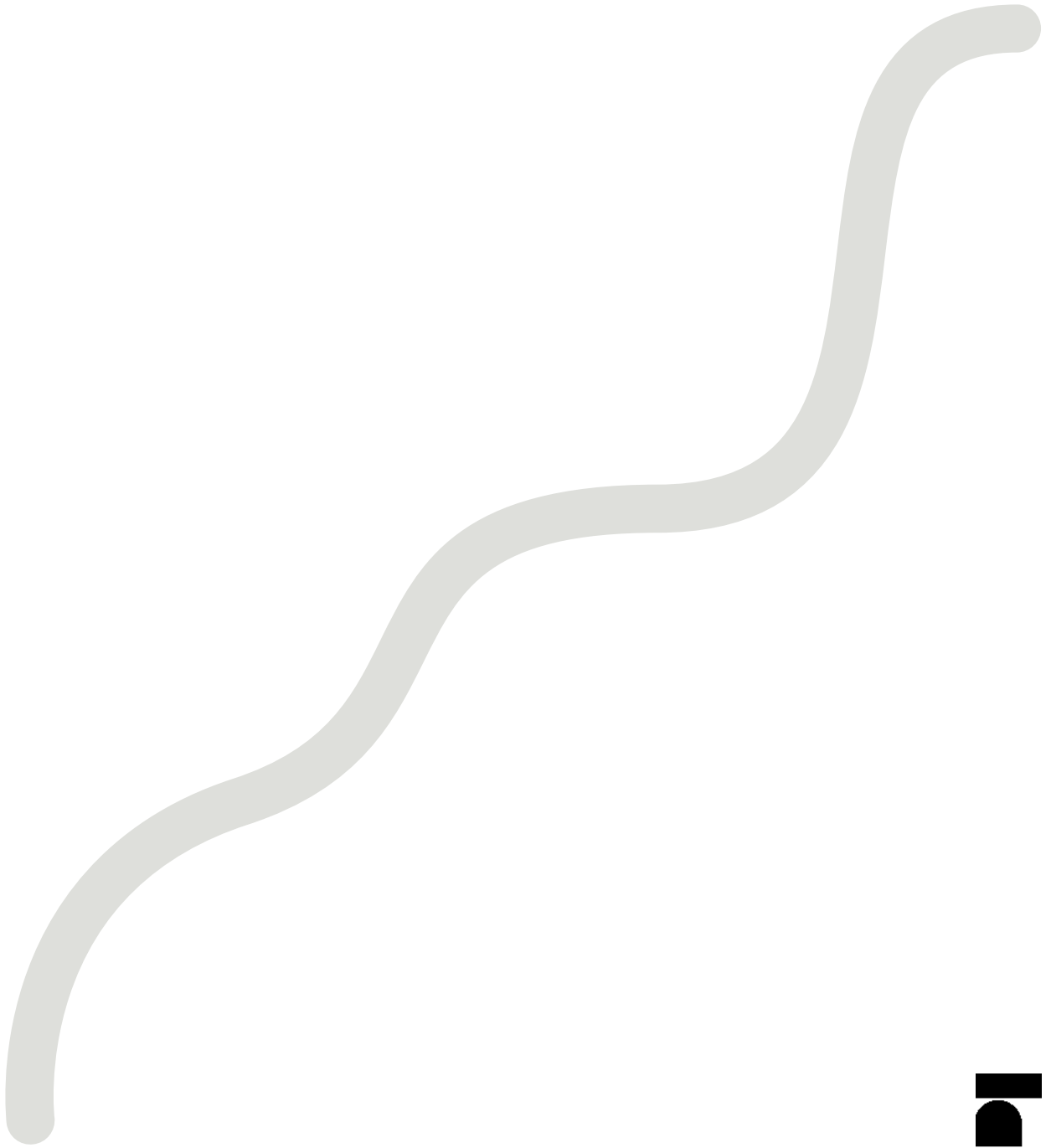


GOAL 1 ACTION PLAN

DUE	TASK	RESOURCES	ASSIGNEE



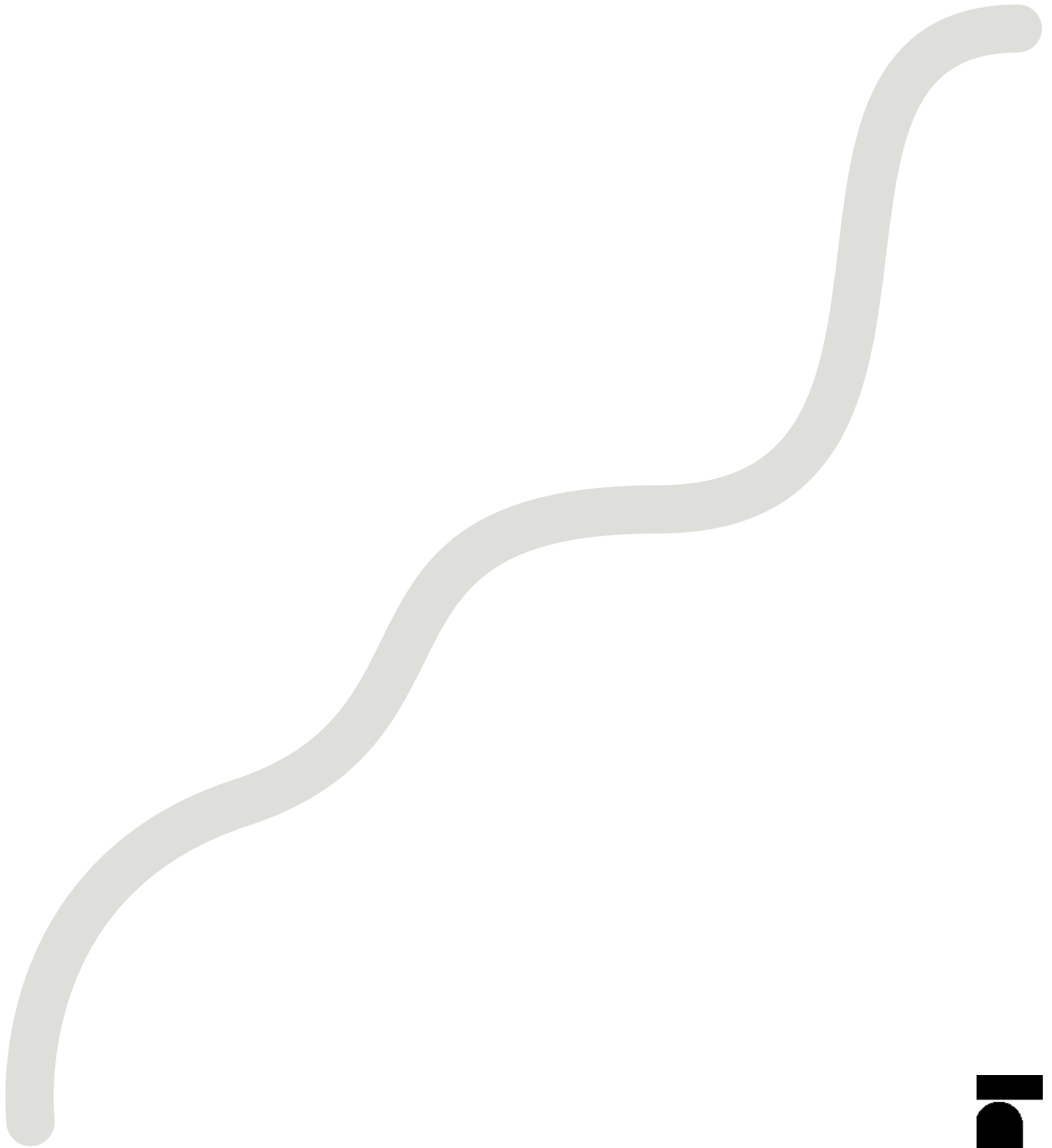
GOAL 2 STEPS



GOAL 2 ACTION PLAN

DUE	TASK	RESOURCES	ASSIGNEE

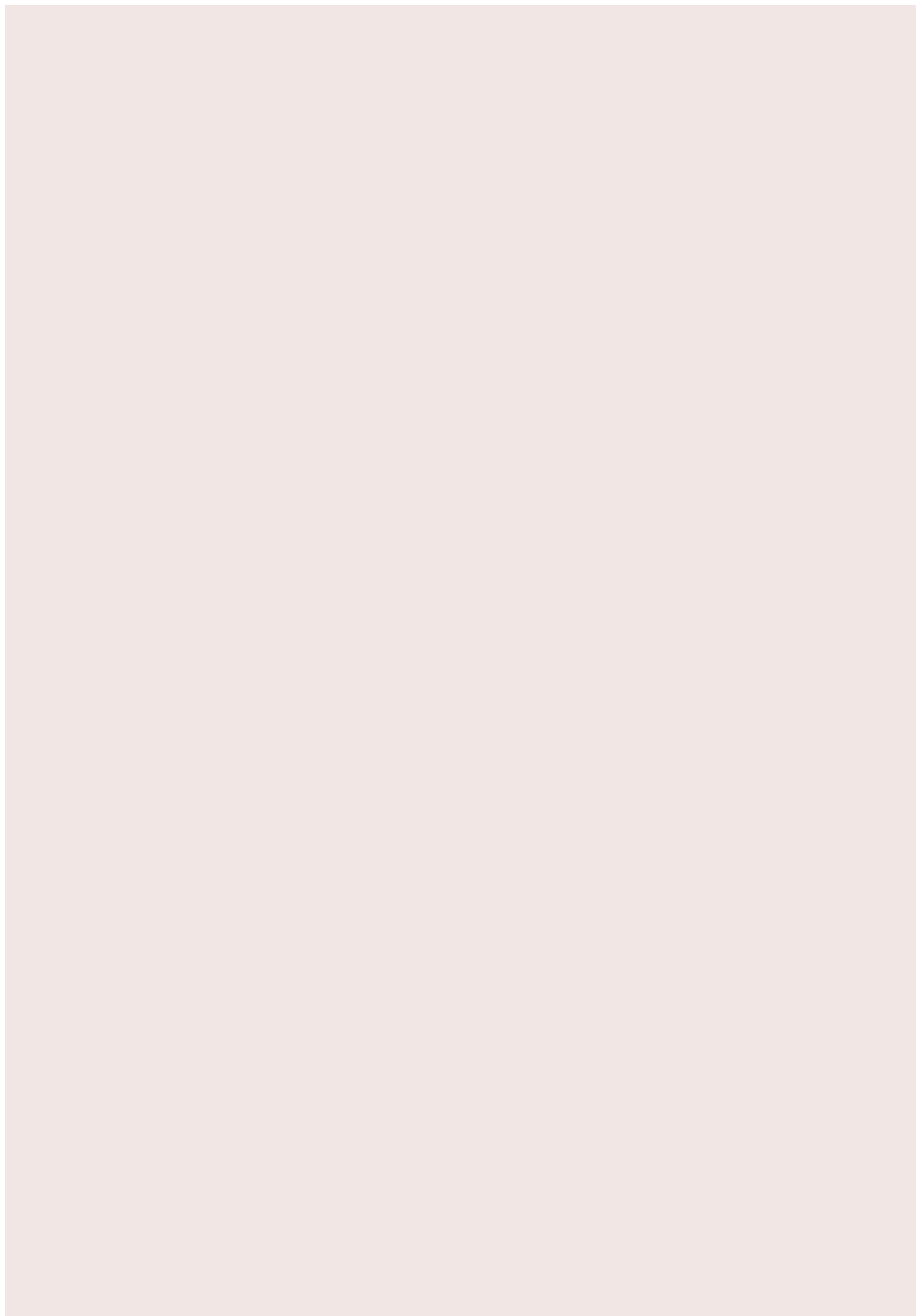
GOAL 3 STEPS



GOAL 3 ACTION PLAN

DUE	TASK	RESOURCES	ASSIGNEE

DAY 3 WRAP





MEL TELECICAN

Host of the 2024 Law Firm Marketing Reset Challenge.

Marketing strategist & coach & Director of LawUE.

www.lawue.com

