
BUSINESS PLAN

Virtual assistant for small law firms

Online and Retail

An example plan from ordara.com.au · Published 25 September 2026

ABOUT THIS DOCUMENT

Ordara drafted each section of this plan using AI, from the founder's answers and the sections they had already approved. Check any statement about competitors or the market against current public information.

Every section in this plan was reviewed and approved by the founder before it was included. Figures are the founder's own approved assumptions, recalculated — they are projections, not predictions of what the market will do.

This document is a business planning draft. It is not financial, legal, or tax advice, and it is not an audited or statutory business plan. Review every figure and claim, and seek professional advice before acting on it.

THE INPUTS, EXACTLY AS TYPED

An example business plan, built by Ordara from the inputs below, then edited by us where noted.

THE IDEA

"A virtual assistant service working only with small law firms, handling the administrative work solo practitioners run out of time for."

FOUNDER BACKGROUND

"Ten years as a legal secretary. Understands court filing deadlines and matter management."

AUDIENCE

Sole practitioner and two-partner law firms without full-time admin support

INDUSTRY

Online and Retail

BUDGET

\$1,500

EDITED AFTER IT WAS BUILT

An "only" claim and a "no missed deadlines" promise removed from the positioning. A monthly hours cap in the key risks raised to 120 so it no longer sits below the plan's own month-12 hours. No figures changed. Per-section draft notes replaced by one note in About; the fixed competitor note and ABLIS line added; amounts, headings, labels and Finance tables written as the export writes them in October 2026, with its charts in the PDF, and the copy brief put in page order.

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1. Strategy
2. Product
3. Marketing
4. Finance

1. Strategy

Who it serves, how it makes money, and the first 90 days.

1.1 Executive summary

This business delivers remote administrative support — court filing tracking, matter management, client intake, and diary coordination — exclusively to sole practitioners and two-partner law firms that cannot justify a full-time employee. Demand is consistent because small firms shed admin burden before they shed fee-earning time.

1.2 One-line pitch

Solo law practitioners get a legal-trained virtual assistant without hiring full-time staff.

1.3 Target market

Sole practitioners and two-partner law firms in Australian metro and regional areas, billing \$150-\$500 per hour, who are losing fee-earning time to filing deadlines, client follow-up, and calendar chaos. They need reliable admin support but cannot afford or justify a permanent employee.

1.4 Revenue model

Monthly retainer packages priced at \$750 for 10 hours and \$1,350 for 20 hours, billed on the first of each month. Primary launch stream is the 20-hour retainer. Add ad-hoc overflow hours at \$85 per hour from month 4 onward.

Headline price: \$1,350

1.5 What you expect to sell

What you sell	One sale is	Price	Starts	Most possible
Monthly 20-hour admin retainer for law firms	retainer	\$1,350	From launch	6 a month
Ad-hoc overflow hours billed per hour	hour	\$85	Month 4	20 a month

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Monthly 20-hour admin retainer for law firms (retainers per month)	1	2	3	5
Ad-hoc overflow hours billed per hour (hours per month)	0	0	4	10

These are the founder's own assumptions. Every revenue figure in the Finance section is calculated from these counts and prices.

1.6 Competitive advantage

Ten years of legal secretary work means court filing deadlines and matter management are already understood — no ramp-up time, no explaining legal terminology, and no errors from admin staff unfamiliar with legal consequences.

1.7 Key competitors

Competitor descriptions are general. Check them against current public information.

- General virtual assistant agencies offering broad admin across any industry lack legal process knowledge, mishandle court deadlines, and create rework. Position against them on legal-specific reliability and zero onboarding time.
- Offshore admin platforms offering low hourly rates serve high volume at the cost of quality control, time-zone friction, and unfamiliarity with Australian court systems. Position on local knowledge and same-day responsiveness.
- Legal practice management software sold as an admin substitute automates document routing but cannot chase missing client documents, manage phone queries, or coordinate counsel. Position on human judgment where software stops.

1.8 Budget allocation

Breakdown

Category	Purpose	Amount
Technology setup	Secure cloud storage, video calling, and document management tools for first year	\$400
Website and domain	Simple one-page site showing services, pricing, and contact form	\$300
Legal agreement drafting	Professionally drafted service and confidentiality agreement template	\$500
Reserve / contingency	Emergency buffer — do not spend unless necessary	\$300

Total budget: \$1,500

1.9 90-day priorities

Licences, permits and registrations depend on your business and location. Check what applies to you with ABLIS at ablis.business.gov.au.

- Week 1-2: Write a one-page service menu listing exactly what you handle, your hours, and your monthly retainer prices, then send it to 20 targeted sole practitioners.
- Week 3-6: Follow up every non-response with a second message, and book at least two discovery calls to understand each firm's specific admin pain before quoting.
- Week 7-12: Convert at least one discovery call into a signed retainer agreement and deliver the first month's work, then ask for a written testimonial to use in outreach.

1.10 Recommended launch markets

- Direct outreach to sole practitioners in suburban or regional areas with no receptionist visible on their website. Send 10 personalised emails per week referencing specific practice areas they list. First action: build a list of 40 targets this week.
- Local law society networking events and online member forums where sole practitioners discuss workload. Attend one event in month one and post one practical tip per week in member groups. First action: find and join two local law society online groups.
- Referrals from legal bookkeepers and legal costs consultants who already work with small firms and hear admin complaints directly. First action: identify five such professionals and send a short collaboration message this week.

1.11 Key risks

- A single retainer client leaving in month two wipes most revenue. Mitigate by signing a minimum two-month commitment clause into every service agreement before work begins.
- Confidentiality obligations in legal matters are strict. Mitigate by drafting a clear data handling and confidentiality deed to provide every client before work starts.
- Feast-or-famine workload with court deadlines bunching in the same week. Mitigate by capping total client hours at 120 per month and building a simple deadline calendar visible to all clients.

1.12 Test the idea

- Monthly 20-hour admin retainer for law firms: you assume about 2 sales a month by month 3, at \$1,350 for one retainer. Test it before you spend: ask people who fit your target market whether they would pay \$1,350 for one retainer. You assume you can deliver up to 6 a month. Test it with a short trial run before you commit to that many.
- Ad-hoc overflow hours billed per hour: you assume \$85 for one hour. Test it before you spend: ask people who fit your target market whether they would pay \$85 for one hour.

2. Product

The website plan: the pages needed and what each should say.

2.1 Homepage hero copy

Your practice runs on billable hours. Stop spending them on filing deadlines, client follow-up, and calendar chaos. A legal-trained virtual assistant — available now, no full-time hire required.

Primary CTA: Book a Free Discovery Call

Recommended platform: Squarespace

2.2 Website pages

Name	Purpose
Home	Capture attention of time-poor sole practitioners, communicate the legal-specific advantage immediately, and drive visitors to book a discovery call. Squarespace suits this \$1,500 budget — cheapest fastest path to a professional launch with no developer needed.
Services & Pricing	Present the two retainer packages and ad-hoc rate clearly so prospects self-qualify and arrive at the discovery call already understanding the investment.
About	Convert sceptical lawyers by proving ten years of legal secretary experience means zero onboarding time and genuine understanding of court deadlines and matter management.
Contact	Remove all friction from booking a discovery call with a simple form and direct email, turning interest into a scheduled conversation.

2.3 Copy brief per page

Home

- Hero statement: sole practitioners lose fee-earning hours daily to admin tasks that a legal-experienced VA can own immediately.
- Three-icon trust row: Australian-based, legal process trained, same-day responsiveness — each in one sharp line.
- Brief 'who this is for' paragraph naming sole practitioners and two-partner firms billing hourly who cannot justify a permanent employee.
- Single testimonial placeholder plus primary CTA button linking to the discovery call booking form.

Services & Pricing

- Two retainer cards side by side: 10 hours at \$750/month and 20 hours at \$1,350/month, with a bullet list of exactly what is handled under each.
- Explicit list of task categories covered: court filing tracking, matter management, client intake, diary coordination, and client follow-up calls.
- Short paragraph distinguishing this service from general VA agencies and offshore platforms — specificity on legal deadlines and Australian court systems without naming any provider.

- Ad-hoc overflow rate noted as \$85/hour available from month four, with a note that total monthly hours are capped to protect quality.

About

- Lead with the ten-year legal secretary background and the specific consequence: no ramp-up, no explaining terminology, no deadline errors.
- Two to three sentences on the confidentiality commitment — data handling deed provided before work begins, tailored to legal practice obligations.
- Explain the 80-hour monthly client cap and shared deadline calendar as proof of structured, reliable delivery rather than ad-hoc freelancing.
- Headshot and one personal line connecting legal admin experience to a genuine motivation for helping small firms reclaim billable time.

Contact

- Short form collecting name, firm name, practice area, and preferred call time — no more than five fields to reduce drop-off.
- One-line expectation setter: discovery calls run 20 minutes, no obligation, focused on understanding the firm's specific admin pain.
- Direct email address displayed visibly for lawyers who prefer not to use forms, reinforcing same-day responsiveness promise.

3. Marketing

How to reach the first customers: channels, messages, and a launch campaign.

3.1 Positioning statement

A virtual assistant built for sole practitioners who need legal-trained admin support — no hiring and no onboarding. Book a free discovery call today.

3.2 Key messages

- Stop losing billable hours to filing deadlines — a legal-trained VA is ready to start with zero ramp-up time.
- Ten years of legal secretary experience means court deadlines and matter management are handled correctly from day one.
- No full-time hire, no onboarding chaos — book a free 20-minute discovery call and see exactly what gets taken off your plate.

3.3 Target channels

Channel	Why it fits	First action
Direct email outreach to sole practitioners	Sole practitioners check email constantly; a personalised message referencing their specific practice area cuts through where generic ads never land.	Build a list of 40 sole practitioner firms this week using local law society directories and firm websites showing no receptionist.
Law society member forums and online groups	Sole practitioners discuss workload pressure openly in these communities — a practical tip posted weekly builds recognition before any pitch is made.	Find and join two Australian law society online member groups this week and introduce yourself with one practical filing tip.
Referral outreach to legal bookkeepers and costs consultants	These professionals already sit inside small firms, hear admin complaints directly, and can refer warm leads with no cold-outreach friction.	Identify five legal bookkeepers or legal costs consultants this week and send each a short, specific collaboration message.

3.4 Content plan

- Weekly personalised email to 10 sole practitioners referencing their listed practice area and one specific admin task — court filing, client intake, or diary coordination — that a legal-trained VA can own immediately.
- One practical post per week in law society member forums answering a real admin question — such as how to track concurrent court deadlines across matters — with no pitch until trust is established.
- A short, specific collaboration note to legal bookkeepers and costs consultants explaining the referral arrangement: they flag firms struggling with admin, you handle the work, and their clients stay better organised.

3.5 Launch campaign

Name: Reclaim Your Billable Hours

Concept

A four-week direct outreach push targeting sole practitioners whose websites show no admin support, leading every message and post with a single concrete question — 'How many billable hours did admin cost you this week?' — and directing all responses to book a free discovery call.

Timeline

4 weeks: 2 weeks of personalised outreach and forum posting, launch week with discovery calls booked, 1 week of follow-up to non-responders.

What to measure

Two discovery calls booked by end of week four — one converting to a signed retainer by end of week twelve.

3.6 Budget allocation

Breakdown

Total budget: \$0

4. Finance

The numbers: projections, costs, and what is needed to break even.

All figures are before tax and before anything you take out of the business.

4.1 Financial summary

Start-up money goes on tools, a website, and a professionally drafted service agreement — the fixed monthly costs after that are minimal for a solo service operator. What drives the business covering itself is signing and keeping retainer clients, because each retainer is a meaningful recurring commitment. The number to watch most closely is how many active retainers are held at any one time. This is a draft financial plan, not financial advice. Review every figure with a qualified accountant before acting on it.

4.2 Your key figures

How long your cash lasts if nothing sells



Your reserve, plus anything the plan did not allocate (\$300), spent on fixed costs alone, with no sales at all.

Figure	Value
Total start-up spend	\$1,500
Budget left unspent	\$0
Cash still available after day one	\$300
Fixed costs each month, months 1–12	\$50
Fixed costs each month, month 13 onwards	\$108
How long your cash lasts	6 months
Sales needed each month to cover fixed costs	\$108

All figures are recalculated from the approved inputs below. Volumes stated per week are converted at 52 weeks divided by 12, and per fortnight at 26 fortnights divided by 12. Prices are the amounts the founder receives per sale. Runway assumes no sales at all.

4.3 What you spend to start

Where the start-up money goes

\$300 of \$1,500 is still cash after day one.

Your budget		\$1,500	
■ Spent on day one	\$1,200	□ Kept as cash	\$300
Technology setup	\$400	Reserve / contingency	\$300
Website and domain	\$300		
Legal agreement drafting	\$500		

Your approved budget of \$1,500 as one bar: what is spent on day one, and what is kept as cash. Each part is a line of the start-up table below.

Cost	What this money does	Amount	Notes
Technology setup	Pays 12 months of technology subscriptions up front	\$400	Cloud storage, video calling, document management — first year covered upfront
Website and domain	Pays 12 months of website platform subscription up front	\$300	Hosted website builder subscription and domain registration paid upfront
Legal agreement drafting	Spent once, then gone	\$500	Professionally drafted service and confidentiality agreement template — one-time cost
Reserve / contingency	Kept as cash	\$300	Emergency buffer — held in cash, not spent unless necessary
Spent on day one	The lines spent once, bought as goods or paid up front	\$1,200	—
Kept as cash	The lines kept as cash	\$300	—
Total		\$1,500	Against a budget of \$1,500

4.4 What you pay every month

Cost	Each month	Notes
Technology subscriptions	\$33	Monthly share of cloud storage, video calling, and document tools
Website platform subscription	\$25	Monthly cost of hosted website builder and domain after prepaid period
Accounting and tax compliance	\$50	Cloud accounting software to track income and prepare for tax obligations
Total each month	\$108	Paid whether or not anything sells

4.5 What you sell

What each sale leaves

☐ Cost per sale
 ☒ Left over



Every bar is the same length: one sale's price, split into what it costs you to deliver and what is left.

What you sell	One sale is	Price	Cost per sale	Left over	Starts
Monthly 20-hour admin retainer for law firms	retainer	\$1,350	\$0	\$1,350	From launch
Ad-hoc overflow hours billed per hour	hour	\$85	\$0	\$85	Month 4

- Monthly 20-hour admin retainer for law firms — cost per sale covers: Your time is the product; nothing is purchased per retainer signed
- Ad-hoc overflow hours billed per hour — cost per sale covers: Your time is the product; nothing is purchased per hour billed

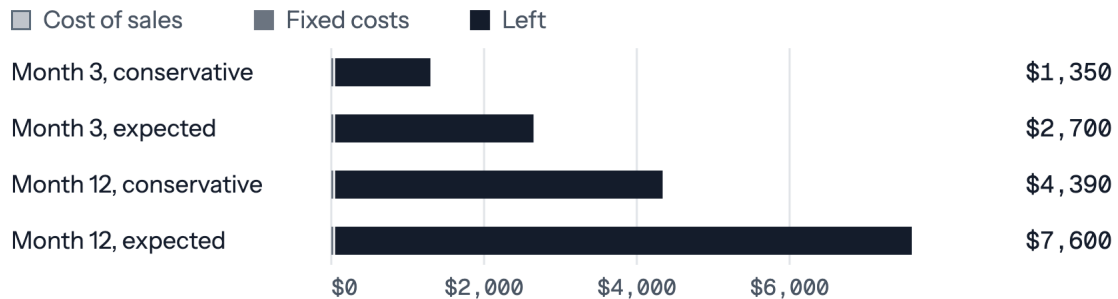
4.6 How much you expect to sell

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Monthly 20-hour admin retainer for law firms (retainers per month)	1	2	3	5
Ad-hoc overflow hours billed per hour (hours per month)	0	0	4	10

4.7 What that means month to month

All figures are before tax and before anything you take out of the business.

Where each month's money goes



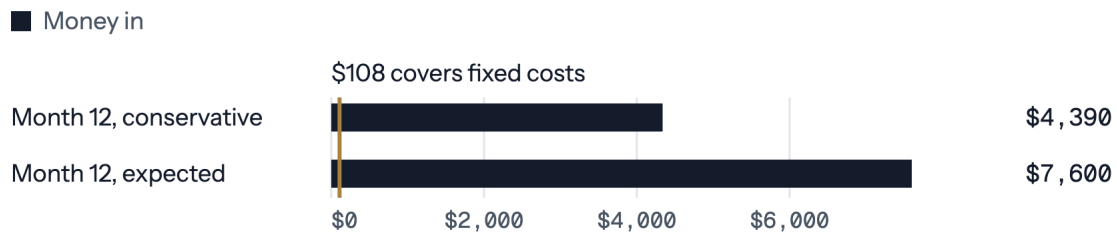
Money in for each scenario, split into the cost of those sales, that month's fixed costs and what is left. All figures are before tax and before anything you take out of the business.

Scenario	Money in	Cost of sales	Left for fixed costs	Fixed costs that month	Left after fixed costs	Covers fixed costs?
Month 3, conservative	\$1,350	\$0	\$1,350	\$50	\$1,300	Yes
Month 3, expected	\$2,700	\$0	\$2,700	\$50	\$2,650	Yes
Month 12, conservative	\$4,390	\$0	\$4,390	\$50	\$4,340	Yes
Month 12, expected	\$7,600	\$0	\$7,600	\$50	\$7,550	Yes

Left for fixed costs is money in less the cost of making those sales. Fixed costs that month are lower while prepaid items last. Left after fixed costs is what remains once that month's fixed costs are paid.

4.8 What it takes to cover your costs

Month 12 against what covers your costs



The line is \$108 of sales a month, which covers fixed costs of \$108 at the mix of sales you expect by month 12. Each bar is a month-12 scenario's money in. Month 12's own fixed costs are lower while prepaid items last, so a scenario can cover them below the line. All figures are before tax and before anything you take out of the business.

At the expected month-12 mix of sales, covering fixed running costs of \$108 a month takes about \$108 of revenue.

Every scenario covers that month's fixed costs. Fixed costs in months 3 and 12 are lower while prepaid items last, so each scenario is measured against its own month.

The one thing that moves this most: The number of active retainers held each month determines almost everything

4.9 What these numbers assume

- One signed retainer in month three is achievable via direct outreach alone, with no paid advertising spend
- Retainer clients sign a minimum two-month commitment, so monthly revenue does not reset to zero each period
- Ad-hoc overflow hours do not begin until month four, once at least one retainer client has experienced the service
- The conservative month-three figure reflects one confirmed client rather than two — early outreach rarely converts more than one firm in the first quarter
- The approved price of the primary retainer is used as stated; the 10-hour retainer at a lower price is a secondary offering not included as a separate revenue stream here, consistent with the strategy's stated primary launch stream

4.10 What to watch

- A single retainer client departing in the early months removes the majority of monthly income, leaving fixed costs uncovered until a replacement is signed
- If ad-hoc hours are billed but payment is delayed by a slow-paying firm, cash flow tightens in the same month costs are due — no buffer exists beyond the reserve
- Underpricing overflow hours informally to retain a difficult client erodes the per-hour margin and sets a precedent that is hard to reverse without losing the client

4.11 Check these before you spend

- Your largest start-up cost is Legal agreement drafting, at \$500. Get a written quote before you pay it.
- Your largest monthly cost is Accounting and tax compliance, at \$50 a month. Check that figure before you commit to it.