FEAR NO MORE

CONQUER YOUR NUMBERS

DALLAS, TX

LQM Q1
JANUARY 2015

Name:

HOW TO
MANAGE
A SMALL LAW FIRM
HAPPY LAWYERS MAKE MORE MONEY

AGENDA

SATURDAY

SESSION 1: INTRODUCTION & 90 DAY LOOK BACK	**9:00 AM - 10:30 AM**
BREAK	10:30 AM – 10:50 AM
SESSION 2: CHART OF ACCOUNTS & BUDGET	**10:50 AM - 12:20 PM**
LUNCH	12:20 PM – 2:00 PM
SESSION 3: BUDGET VARIANCE REPORT & CASH FLOW	**2:00 PM - 4:00 PM**
BREAK	4:00 PM – 4:20 PM
SESSION 4: KNOWING YOUR NUMBERS	**4:20 PM - 5:20 PM**
BREAK	5:20 PM – 5:50 PM
SESSION 5: METRICS & Q&A	**5:50 PM - 7:00 PM**
DINNER	7:00 PM – 9:00 PM
SESSION 6: UNPLUGGED SESSION	**9:00 PM - 11:00 PM**

SUNDAY

SESSION 7: MEASURING THE METRICS OF INTAKE & LEAD CONVERSION	**9:00 AM - 10:30 AM**
BREAK	10:30 AM – 10:50 AM
SESSION 8: 90 DAY ACTION PLAN & CLOSING REMARKS	**10:50 AM - 12:00 PM**

SESSION 1

9:00 AM - 10:30 AM

INTRODUCTION & 90 DAY LOOK BACK

“ If one does not know to which port one is sailing, no wind is favorable. ”

- Lucius Annaeus Seneca

THE 90 DAY LOOK BACK

HOW TO MANAGE A SMALL LAW FIRM
HAPPY LAWYERS MAKE MORE MONEY

What are your most important achievements from the last 90 days?

ACHIEVEMENT	HOW DOES THIS MOVE YOU [MEASURABLY] CLOSER TO YOUR GOALS?	FURTHER PROGRESS
FINANCIAL		
PERSONAL		
PROFESSIONAL		

BEST OF SESSION 1

— HOW TO — MANAGE A SMALL LAW FIRM

HAPPY LAWYERS MAKE MORE MONEY

	IDEA TO IMPLEMENT	BEST FIRST ACTION(S)
1	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
2	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
3	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
4	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
5	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
6	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	

Which idea on this page, ***if implemented***, would have the biggest positive impact on your business and/or life?

#

NOTES

SESSION 2

10:50 AM - 12:20 PM

COA & BUDGET

"Wealth is the ability to fully experience life."

- Henry David Thoreau

COA 0-100 NET

ACCOUNTS			NOTES
100	Operating Account		
101	Undeposited Funds		
102	Current Assets		
	10201	Advanced Client Closts	
103	Security Deposits Assets		
109	IOLTA Account		
120	Accounts Receivable		
150	Fixed Assets		
	15001	Furniture and Equipment	
	15002	Buildings and Land	
	15003	Accumulated Depreciation	
200	Accounts Payable		
210	Credit Card Liability		
220	Payroll Liability		
250	Client Trust Liability		
260	Other Current Liabilities		
300	Owner's Equity		
301	Partner Contributions		
	30101	Partner 1 Contributions	
302	Partner Distributions		
	30201	Partner 1 Draw	
390	Retained Earnings		
400	Income		
	40001	Offering 1	
	40002	Offering 2	

	40003	Offering 3
	40099	Other
401	Other Fee Income	
402	Other Earned Income	
403	Other Income	
	40301	Interest Income
500	Cost of Goods Sold	
600	Occupancy Expenses	
601	Employee Costs	
602	Office Equipment Rental	
603	Subscriptions/Dues Software	
604	Office Supplies/Operations	
605	Rainmaking	
606	Auto Expenses	
607	Communications	
608	Professional Fees	
609	Professional Development	
610	Corporate Taxes	
611	Travel	
612	Meals and Entertainment	
613	Charitable Contributions	
614	Moving Expenses	
615	Interest Expense	
616	Depreciation Expense	
617	Miscellaneous	
900	Ask My Accountant	

COA 100-200 NET (STAGE 2)

ACCOUNTS	NOTES
100 Operating Account	
101 Undeposited Funds	
102 Current Assets	
10201 Advanced Client Closts	
103 Security Deposits Assets	
109 IOLTA Account	
120 Accounts Receivable	
150 Fixed Assets	
15001 Furniture and Equipment	
15002 Buildings and Land	
15003 Accumulated Depreciation	
200 Accounts Payable	
210 Credit Card Liability	
220 Payroll Liability	
250 Client Trust Liability	
260 Other Current Liabilities	
300 Owner’s Equity	
301 Partner Contributions	
30101 Partner 1 Contributions	
302 Partner Distributions	
30201 Partner 1 Draw	
390 Retained Earnings	
400 Legal Fee Income	
40001 Internet Client	
4000101 Repeat Client	

4000102	Internet Client
4000103	Radio Client
4000104	Client Referral
4000105	Professional Referral
4000106	Print Client
4000199	Other
40002	Offering 2
4000201	Repeat Client
4000202	Internet Client
4000203	Radio Client
4000204	Client Referral
4000205	Professional Referral
4000206	Print Clien
4000299	Other
40003	Offering 3
4000301	Repeat Client
4000302	Internet Client
4000303	Radio Client
4000304	Client Referral
4000305	Professional Referral
4000306	Print Client
4000399	Other
40004	Offering 4
4000401	Repeat Client
4000402	Internet Client
4000403	Radio Client

COA 100-200 NET (STAGE 2)

4000404	Client Referral
4000405	Professional Referral
4000406	Print Client
4000499	Other
40099	Other
401	Other Fee Income
402	Other Earned Income
403	Other Income
40301	Interest Income
500	Cost of Goods Sold
50001	Raw Materials
50002	Direct Labor
50003	Direct Overhead Costs
50099	Other
600	Occupancy Expenses
601	Employee Costs
60101	Salaries
60102	Employer Taxes
60103	Medical Insurance
60104	
60105	Misc. Employee Costs
60106	Contract and Temporary Labor
60107	Virtual Assistant
602	Office Equipment Rental
603	Subscriptions/Dues/Software
604	Office Supplies/Operations

(CONTINUED)

	60401	Office Supplies
	60402	Merchant Service Fees
	60403	Bank Fees
	60404	Working Meals
	60405	Payroll Expense
	60406	Postage and Delivery
	60499	Other
605	Rainmaking	
	60501	Website
	60502	Advertising
	60503	Networking
	60599	Other
606	Auto Expenses	
607	Communications	
608	Professional Fees	
609	Professional Development	
	60901	Continuing Education
	60902	Coaching
	60999	Other
610	Corporate Taxes	
611	Travel	
612	Meals and Entertainment	
613	Charitable Contributions	
614	Moving Expenses	
615	Interest Expense	
616	Depreciation Expense	

COA OVER 200 NET (STAGE 3)

ACCOUNTS	NOTES
100 Opertating Account	
101 Undeposited Funds	
102 Current Assets	
10201 Advanced Client Closts	
1020101	
1020102	
1020103	
1020104	
1020105	
1020199 Other	
103 Security Deposits Assets	
109 IOLTA Account	
120 Accounts Receivable	
150 Fixed Assets	
15001 Furniture and Equipment	
15002 Buildings and Land	
15003 Accumulated Depreciation	
200 Accounts Payable	
210 Credit Card Liability	
220 Payroll Liability	
250 Client Trust Liability	
260 Other Current Liabilities	
300 Owner’s Equity	
301 Partner Contributions	
30101 Partner 1 Contributions	

302	Partner Distributions		
	30201	Partner 1 Draw	
390	Retained Earnings		
400	Income		
	40001	Offering 1	
		4000101	Repeat Client
		4000102	Internet Client
		4000103	Radio Client
		4000104	Client Referral
		4000105	Professional Referral
		4000106	Print Client
		4000199	Other
	40002	Offering 2	
		4000201	Repeat Client
		4000202	Internet Client
		4000203	Radio Client
		4000204	Client Referral
		4000205	Professional Referral
		4000206	Print Client
		4000299	Other
	40003	Offering 3	
		4000301	Repeat Client
		4000302	Internet Client
		4000303	Radio Client
		4000304	Client Referral
		4000305	Professional Referral

COA OVER 200 NET (STAGE 3)

4000306	Print Client
4000399	Other
40004	Offering 4
4000401	Repeat Client
4000402	Internet Client
4000403	Radio Client
4000404	Client Referral
4000405	Professional Referral
4000406	Print Client
4000499	Other
40099	Other
4009901	Repeat Client
4009902	Internet Client
4009903	Radio Client
4009904	Client Referral
4009905	Professional Referral
4000906	Print Client
4009999	Other
401	Other Fee Income
402	Other Earned Income
403	Other Income
40301	Interest Income
500	Cost of Goods Sold
50001	Raw Materials
5000101	Materials
5000102	Packaging

(CONTINUED)

	5000199	Other
	50002	Direct Labor
	5000201	Labor
	5000202	Commission
	5000203	Taxes
	5000299	Other
	50003	Direct Overhead Costs
	5000301	Rent
	5000302	Equipment Rental
	5000303	Utilities
	5000303	Shipping and Freight
	5000304	Taxes and Duties
	5000399	Other
	50099	Other
600	Occupancy Expenses	
	60001	Rent
	60002	Utilities
	60003	Maintenance and Repairs
	60004	Janitorial Expenses
	60005	Real Estate Pass Through
	60006	Insurance
	60099	Other
601	Employee Costs	
	60101	Partners
	6010101	Partner Salaries
	6010103	State Taxes

COA OVER 200 NET (STAGE 3)

6010104	FICA
6010105	Social Security
6010106	Insurance Benefits
6010107	Medical Reimbursements
6010108	Retirement Benefits
6010199	Other
60102	Billable Employees
6010201	Associate Salaries
6010202	Associate Bonuses
6010203	State Taxes
6010204	FICA
6010205	Social Security
6010206	Insurance Benefits
6010207	Medical Reimbursements
6010208	Retirement Benefits
6010299	Other
60103	Commission Employees
6010301	Paralegal/Law Clerk Salaries
6010302	Paralegal/Law Clerk Bonus
6010303	State Taxes
6010304	FICA
6010305	Social Security
6010306	Insurance Benefits
6010307	Medical Reimbursements
6010308	Retirement Benefits
6010399	Other

(CONTINUED)

	60104	Non-Billable Employees
	6010401	Admin/Support Salaries
	6010402	Admin/Support Bonuses
	6010403	State Taxes
	6010404	FICA
	6010405	Social Security
	6010406	Insurance Benefits
	6010407	Medical Reimbursements
	6010408	Retirement Benefits
	6010499	Other
	60105	Misc. Employee Costs
	60106	Contract and Temporary Labor
	60107	Virtual Assistant
602	Office Equipment	
	60201	Computer Rental
	60202	Copier Rental
	60203	Phone Rental
	60204	Misc.
603	Subscriptions/Dues/Software	
	60301	Legal Research
	60302	Computer Software
	60303	Office Management Software
	60304	Forms Library
	60305	Legal Library
	60306	Magazines and Newspapers

COA OVER 200 NET (STAGE 3)

	60307	State Dues
	60308	Local Dues
	60309	Industry Group
	60310	EO or Professional Liability Insurance
	60399	Other
604		Office Supplies/Operations
	60401	Office Supplies
	60402	Stationery
	60403	Business Cards
	60404	Merchant Service Fees
	60405	Bank Fees
	60406	Working Meals
	60407	Payroll Expense
	60408	Postage and Delivery
	60409	Unreimbursed Client Expense
	60410	Reimbursed Client Expense
	60499	Other
605		Rainmaking
	60501	Website Design
	60502	Website Marketing
	60503	Internet Advertising
	60504	Networking
	60505	Sales Calls
	60506	Public Relations
	60507	Radio Advertising
	60508	Print Advertising

(CONTINUED)

	60509	Mailings
	60510	Gifts
	60511	Meals and Entertainment
	60512	Travel
	60599	Other
606	Auto Expenses	
	60601	Payment/Lease
	60602	Insurance
	60603	Fuel
	60604	Maintenance
	60605	Mileage Reimbursement
	60699	Other
607	Communications	
	60701	Telephone
	60702	Cell Phone
	60703	Internet Service
	60799	Other
608	Professional Fees	
	60801	Accountant
	60802	Bookkeeper
	60803	Computer Maintenance
	60804	Phone Mainteance
	60805	Legal Fees
	60806	Recruiter
	60899	Other
609	Professional Development	

(CONTINUED)

	60901	Continuing Education
	6090101	CE Course Fees
	6090102	CE Travel - Meeting Expense
	60902	Coaching
	6090201	HowToManageASmall
	6090202	Travel - Meeting Expense
	60999	Other
610	Taxes	
	61001	Corporate Registration
	61002	Ad Valorem Taxes
	61003	Occupation Taxes
	61004	Franchise Taxes
	61099	Other
611	Travel	
612	Meals and Entertainment	
613	Charitable Contributions	
614	Moving Expenses	
615	Interest Expense	
616	Depreciation Expense	
617	Miscellaneous	
900	Ask My CFO	

NOTES

NOTES

SAMPLE BUDGET

			Jan	Feb	Mar	Apr	May
400	Legal Fee Income						
	40001	Offering 1					
	40002	Offering 2					
	40003	Offering 3					
	40099	Other					
401	Other Offering Income						
402	Other Earned Income						
403	Other Income						
	40301	Interest Income					
Total Income			$	$	$	$	$
600	Occupancy Expenses						
601	Employee Costs						
602	Office Equipment Rental						
603	Subscriptions/Dues/Software						
604	Office Supplies/Operations						
605	Rainmaking						
606	Auto Expenses						
607	Communications						
608	Professional Fees						
609	Professional Development						
610	Corporate Taxes						
611	Travel						
612	Meals and Entertainment						
613	Charitable Contributions						
614	Moving Expenses						
615	Interest Expense						
616	Depreciation Expense						
617	Miscellaneous						
900	Ask My Accountant						
	Total Expense Budget		$	$	$	$	$
	Profit/Loss		$	$	$	$	$
Ratios	People						
	Overhead						
	Profit						

	June	July	Aug	Sept	Oct	Nov	Dec	Total
	$	$	$	$	$	$	$	$
	$	$	$	$	$	$	$	$
	$	$	$	$	$	$	$	$

SAMPLE PERSONAL

Instructions: Figure out how much it cost to live the way you are currently living, then figure out how you want to be living, then figure out how much it cost to live the way you want to be living.

HOME • Mortgage/Rent • Utilities • Telephone/Cell • Domestic Services • Maintenance • Groceries • Other	**TRANSPORTATION** • Car 1 Payment/Lease • Car 2 payment/Lease • Car 3 Payment/Lease • Car 4 Payment/Lease • Car Maintenance • Other (ex: train, tolls, etc.)
ENTERTAINMENT • Restaurants • Theater/Sporting events/etc. • Hobbies • Social Clubs • Dues/Subscriptions • Toys (ex: boat, motorcycle, etc.)	**EDUCATION** • Adult personal development • Child 1 529 plan/current tuition • Child 2 529 plan/current tuition • Child 3 529 plan/current tuition • Child 4 529 plan/current tuition • Other Note: Professional education will be a business expense
INSURANCE • Health • Life • Disability • Auto • Home • Boat • Other	**DEBT SERVICE** • Credit Card 1 • Credit Card 2 • Credit Card 3 • Student Loans • Personal lines of credit • Alimony • Child support • Other
SAVINGS/RETIREMENT • Account 1 • Account 2 • Account 3 • Other	**PHILANTHROPIC** • Philanthropy 1 • Philanthropy 2 • Philanthropy 3 • Other

BUDGET

1.) **Goals/You**

A. **Your definition of a "successful" business -**

In order for me to consider my business to be successful, it must provide $____________ annual/ $____________ mo income for me. It must operate _______ hrs/wk and ________ wks/year without me being available, except for a defined "emergency", so that I can _______________. On average, I want to be able to run my business giving it ________ hr/wk + _________ wks/year. To be a "successful" business that I can be proud of, my business should help/solve/create/deliver/make the world a better place for (describe your customer/client) by (describe how you will accomplish this objective).

B. **In return for the value my business produces for it's customer/client/passenger/patient/the world, it is my goal that my family and I enjoy the following material comforts:**

Instruction: Keep apples with apples, oranges with oranges. Please convert all annual cost to a monthly expense. For ex. family annual vacation cost $12,000 annually divided by 12 to translate that to $1,000/mo.

CURRENT	How I want to be living 18-24 months
Household:	Household:
Transportation:	Transportation:
Education:	Education:
Insurance:	Insurance:
= total $ apples	= total $ oranges

C. To live the way I want to be living, 18-24 months fro now, my business must produce, $______ profit for me and my family. This represents a difference of _____% (oranges – apples / apples).

Note: Must complete this exercise for each owner who does not share household.

BEST OF SESSION 2

HOW TO MANAGE A SMALL LAW FIRM
HAPPY LAWYERS MAKE MORE MONEY

	IDEA TO IMPLEMENT	BEST FIRST ACTION(S)
1	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
2	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
3	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
4	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
5	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
6	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	

Which idea on this page, ***if implemented***, would have the biggest positive impact on your business and/or life?

#

NOTES

"Truth is like the sun. You can shut it out for a time, but it ain't goin' away."

- Elvis Presley

BUDGET VARIANCE REPORT

			January 2015				
			Budget	Actual	$ Variance	% Variance	
400	Legal Fee Income						
	40001	Offering 1					
	40002	Offering 2					
	40003	Offering 3					
	40099	Other					
401	Other Offering Income						
402	Other Earned Income						
403	Other Income						
	40301	Interest Income					
Total Income							
600	Occupancy Expenses						
601	Employee Costs						
602	Office Equipment Rental						
603	Subscriptions/Dues/Software						
604	Office Supplies/Operations						
605	Rainmaking						
606	Auto Expenses						
607	Communications						
608	Professional Fees						
609	Professional Development						
610	Corporate Taxes						
611	Travel						
612	Meals and Entertainment						
613	Charitable Contributions						
614	Moving Expenses						
615	Interest Expense						
616	Depreciation Expense						
617	Miscellaneous						
900	Ask My Accountant						
	Total Expense Budget						
	Profit/Loss						
Ratios	People						
	Overhead						
	Profit						

Reason Why	Plan of Action	

			January 2015				
			Budget	Actual	$ Variance	% Variance	
400	Legal Fee Income						
	40001	Offering 1	23,500	18,462	(5,038)	-21%	
	40002	Offering 2	14,000	14,585	585	4%	
	40003	Offering 3	5,300	8,214	2,914	55%	
	40099	Other	-00	267	267	100%	
401	Other Offering Income		-00	-00	-00	0%	
402	Other Earned Income		-00	-00	-00	0%	
403	Other Income						
	40301	Interest Income	-00	-00	-00	0%	
Total Income			42,800	41,528	(1,272)	97%	
600	Occupancy Expenses		2,950	2,804	(146)	-5%	
601	Employee Costs		22,893	28,667	5,774	25%	
602	Office Equipment Rental		31	31	-00	00%	
603	Subscriptions/Dues/Software		1,012	801	(211)	-21%	
604	Office Supplies/Operations		1,452	1,167	(285)	-20%	
605	Rainmaking		6,500	420	(6,080)	-94%	
606	Auto Expenses		343	303	(40)	-12%	
607	Communications		255	255	(0)	0%	
608	Professional Fees		368	368	12	3%	
609	Professional Development		255	255	3,122	125%	
610	Corporate Taxes		-00	380	-00	0%	
611	Travel		500	5,622	(500)	-100%	
612	Meals and Entertainment		500	-00	(500)	-100%	
613	Charitable Contributions		-00	-00	-00	0%	
614	Moving Expenses		-00	-00	-00	0%	
615	Interest Expense		100	42	(58)	-58%	
616	Depreciation Expense		-00	-00	-00	0%	
617	Miscellaneous		100	-00	(100)	-100%	
900	Ask My Accountant		-00	-00	-00	0%	
	Total Expense Budget		39,504	40,492	988	3%	
	Profit/Loss		3,296	1,036	(2,260)	-69%	
Ratios	People						
	Overhead						
	Profit						

Reason Why	Plan of Action	

NOTES

CASH FLOW PROJECTION

Week Beginning	1/19/25	1/26/15	2/2/15
Beginning Balance:			
Money In			
Active Work			
New Work			
Unbilled Finished Work			
Accounts Receivable			
Line of Credit			
Revenue Total			
Cash Available for Expenses			
Money Out			
Regular Bills			
Marketing			
Payroll			
Draw/Distribution			
Business Savings			
Personal Savings			
Extraordinary Expenses			
Line of Credit			
Total Expenses			
Projected Cash Balance			
Actual Cash Balance			
Cash Available			
LOC Balance			

	2/9/15	1/16/15	2/23/15	3/2/15	3/9/15

Week Beginning	1/19/25	1/26/15	2/2/15
Beginning Balance:	$8,364	$17,485	$12,565
Money In			
Active Work	$18,000	$13,000	$6,000
New Work	$5,000		$4,000
Unbilled Finished Work			
Accounts Receivable	$15,000		$2,500
Line of Credit			
Revenue Total	**$38,000**	**$3,000**	**$12,500**
Cash Available for Expenses	$46,364	$30,485	$25,065
Money Out			
Regular Bills	($3,000)	($5,500)	($400)
Marketing	($250)	($250)	($1,750)
Payroll	($11,500)	($850)	($14,000
Draw/Distribution	($800)	($800)	($800)
Business Savings	($1,000)	($1,000)	($1,000)
Personal Savings	($1,000)	($1,000)	($1,000)
Extraordinary Expenses	($12,000)	($5,000)	
Line of Credit			
Total Expenses	($29,550)	($14,400)	($18,950
Projected Cash Balance	$16,814	$16,085	$6,115
Actual Cash Balance	**$17,485**	**$12,565**	**$5,269**
Cash Available	$40,814	$40,085	$30,115
LOC Balance	$26,000	$26,000	$26,000

	2/9/15	2/16/15	2/23/15	3/2/15	3/9/15
	$5,269	$15,139	$2,389	$6,139	($9,911)
	$12,000	$8,500	$9,500	$5,500	$6,210
			$10,000		$5,000
		$4,000			
	$3,000				
					$10,000
	$15,000	**$12,500**	**$19,500**	**$5,500**	**$21,210**
	$20,269	$27,659	$21,889	$11,639	$11,299
	($580)	($200)	($11,500)	($3,000)	($5,500)
	($250)	($250)	($250)	($1,750)	($250)
)		($14,000)	($1,200)	($14,000)	
	($800)	($800)	($800)	($800)	($800)
	($1,000)	($1,000)	($1,000)	($1,000)	($1,000)
	($1,000)	($1,000)	($1,000)	($1,000)	($1,000)
		($8,000)			
	($1,500)				
)	($5,130)	($25,250)	($15,750)	($21,550)	($8,550)
	$15,139	$2,389	$6,139	($9,911)	$2,749
	$40,639	$27,889	$31,639	$15,589	$18,249
	$24,500	$24,500	$24,500	$24,500	$34,500

Week Beginning	1/19/25	1/26/15	2/2/15
Beginning Balance:			
Money In			
Active Work			
New Work			
Unbilled Finished Work			
Accounts Receivable			
Line of Credit			
Revenue Total			
Cash Available for Expenses			
Money Out			
Regular Bills			
Marketing			
Payroll			
Draw/Distribution			
Business Savings			
Personal Savings			
Extraordinary Expenses			
Line of Credit			
Total Expenses			
Projected Cash Balance			
Actual Cash Balance			
Cash Available			
LOC Balance			

2/9/15	1/16/15	2/23/15	3/2/15	3/9/15

BEST OF SESSION 3

HOW TO MANAGE A SMALL LAW FIRM

HAPPY LAWYERS MAKE MORE MONEY

	IDEA TO IMPLEMENT	BEST FIRST ACTION(S)
1	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
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5	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
6	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	

Which idea on this page, ***if implemented***, would have the biggest positive impact on your business and/or life?

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NOTES

KNOWING YOUR NUMBERS MAKES A DIFFERENCE

NOTES

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BEST OF SESSION 4

HOW TO MANAGE A SMALL LAW FIRM
HAPPY LAWYERS MAKE MORE MONEY

	IDEA TO IMPLEMENT	BEST FIRST ACTION(S)
1	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
2	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
3	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
4	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
5	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
6	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	

Which idea on this page, ***if implemented***, would have the biggest positive impact on your business and/or life?

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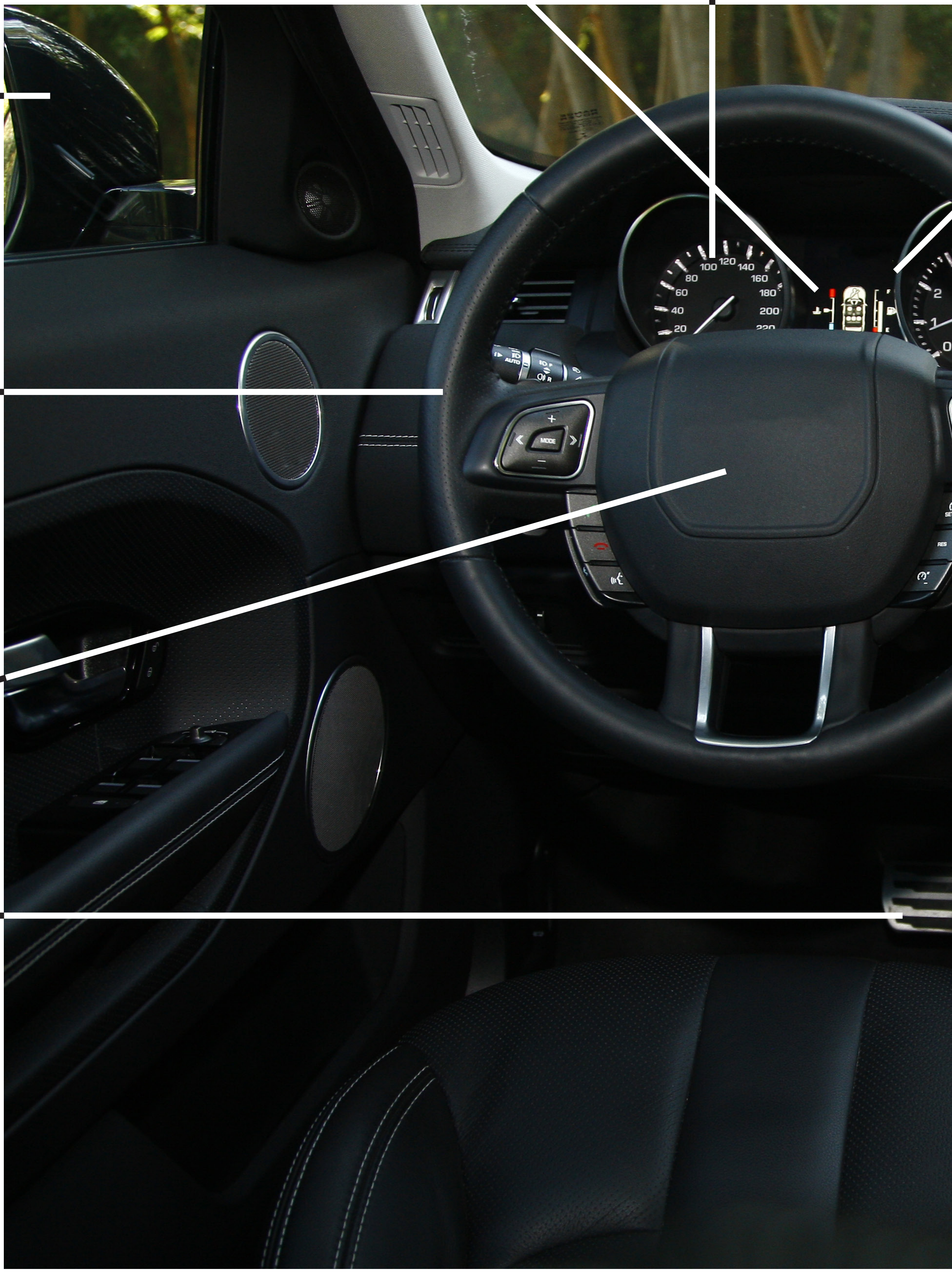
SESSION 5

5:50 - 7:00 PM

METRICS & Q&A

“Your pain is the breaking of the shell that encloses your understanding.”

- Khalil Gibran


BUDGET VARIANCE REPORT = SPEEDOMETER
CASH POSITION = FUEL GAGE
BALANCE SHEET = REAR VIEW MIRRORS
MANAGING PARTNER = STEERING WHEEL, SEATBELT, AIRBAG
COO = BLINKERS & HORN
ACCELERATOR & BRAKES = MARKETING & SALES


BUDGET = GPS
ACCT RECEIVABLE = TEMP GAUGE
WIP INVENTORY = RPM
WINDSHIELD = BOOKKEEPER
LIGHTS & WIPERS = CFO
CASH FLOW = GEAR SHIFT

METRICS

Date	2/2/15	2/9/15	2/16/1
Current Capacity 125			
Beginning Customers	100	99	104
Added	3	7	5
Lost/Completed	4	2	1
% New	3%	7%	5%
% Existing	97%	93%	95%
Number of Calls	10		
Number of Sales Calls Set	5		
Number of Sales Calls Made	3		
Number of New Customers	1		
% Calls Set	50.00%		
% Appointments Kept	60.00%		
% New Customers	10.00%		
Overall Conversion Rate	10.00		

15	2/23/15	3/2/15	3/9/15	3/16/15	3/23/15	
	108	112	117	112	126	
	6	7	8	5	4	
	2	2	3	1	1	
	5%	6%	7%	4%		
	95%	94%	93%	96%		

BEST OF SESSION 5

HOW TO MANAGE A SMALL LAW FIRM
HAPPY LAWYERS MAKE MORE MONEY

	IDEA TO IMPLEMENT	BEST FIRST ACTION(S)
1	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
2	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
3	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
4	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
5	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
6	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	

Which idea on this page, ***if implemented***, would have the biggest positive impact on your business and/or life?

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NOTES

SESSION 6

UNPLUGGED SESSION

"The first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant."

- Max de Pree

NOTES

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BEST OF SESSION 6

HOW TO MANAGE A SMALL LAW FIRM
HAPPY LAWYERS MAKE MORE MONEY

	IDEA TO IMPLEMENT	BEST FIRST ACTION(S)
1	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
2	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
3	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
4	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
5	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
6	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	

Which idea on this page, ***if implemented***, would have the biggest positive impact on your business and/or life?

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SESSION 7

9:00 - 10:30 AM

MEASURING THE METRICS OF INTAKE & LEAD CONVERSION

“Every right implies
a resonsibility; Every
opportunity, an obligation,
Every possession, a duty.”

- John D. Rockerfeller

BEST OF SESSION 7

HOW TO MANAGE A SMALL LAW FIRM
HAPPY LAWYERS MAKE MORE MONEY

	IDEA TO IMPLEMENT	BEST FIRST ACTION(S)
1	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
2	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
3	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
4	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
5	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
6	☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	

Which idea on this page, ***if implemented***, would have the biggest positive impact on your business and/or life?

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NOTES

SESSION 8

10:50 AM - 12:00 PM

90 DAY ACTION PLAN & CONCLUSION

"The price of greatness is responsibility."

-Winston Churchill

THE 90-DAY RESULTS ACCELERATION

MY BEST R.O.I. 90 DAY ___________________________ PROJECT:

STEP 1

How is accomplishing this going to make your life better?
Personally, Professionally or Financially

A	
B	
C	

STEP 3

What are the first 3 things that MUST get done in order to accomplish your objective?

1	
2	
3	

STEP 4

What TOOLS, RESOURCES or other ASSISTANCE do you need to get these done?

TOOLS	
RESOURCES (PEOPLE, MONEY, TIME)	
OTHER	

STEP 2

How are you going to feel about yourself if you let something, someone, some fear or [enter excuse here] _______ stop you from getting this done?

STEP 5

In what way(s) do you have to change your ENVIRONMENT in order to get this done?

PEOPLE	
PLACE	
THINGS	
READ/WATCH/LISTEN	
OTHER	

STEP 6

What ACTIONS are you going to commit to take in order to accomplish your outcomes?

ACTION STEPS List the actions, tasks or steps you'll need to accomplish your outcome	**TIME** How much time will you need?	**MONEY** How much money will you need?	**WHO** Who can help you get this done?	**WHEN** By what date will you get this done?
1				
2				
3				

BEST OF THE BEST

IDEA TO IMPLEMEN T	BEST FIRST ACTIO N(S)
1 ☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
2 ☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
3 ☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
4 ☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
5 ☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	
6 ☐ PERSONAL ☐ PROFESSIONAL ☐ FINANCIAL	

Which idea on this page , ***if implemented*** , would have th e biggest positive impact on your business and/or life ?

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THE 90-DAY RESULTS ACCELERATOR™

HOW TO MANAGE A SMALL LAW FIRM
HAPPY LAWYERS MAKE MORE MONEY

NAME: ADVISOR:

MY 90 DAY CALENDAR

Identify and commit to 2 types of activities

1. **FREE TIME** away form the office and work.
2. **Strategic Growth Time** away from the office

MY BEST FREE TIME ACTIVITIES	

MY BEST STRATEGIC GROWTH ACTIVITIES	

2015 February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

2015 March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

2015 April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

NOTES