



## HOW TO MANAGE A SMALL LAW FIRM



# THE 4-PART SIMPLE SOLUTION TO QUICKLY GROW YOUR FIRM TO \$250K IN ANNUAL REVENUE



### STAGE 1

# CREATING

## A SUCCESSFUL LAW PRACTICE

### \$0-\$250K

- STAGE 6 | TO BE OR NOT TO BE A  
\$5M-\$10M FULLTIME CEO
- STAGE 5 | IN-SOURCING YOUR  
\$3M-\$5M FIRM'S CFO
- STAGE 4 | IN-SOURCING YOUR  
\$1.5M-\$3M FIRM'S COO
- STAGE 3 | BREAKING THE  
\$500,000-\$1.5M 7-FIGURE BARRIER
- STAGE 2 | UPGRADING YOUR  
\$250,000-\$500,000 LAW PRACTICE TO  
A LAW BUSINESS
- STAGE 1 | CREATING A SUCCESSFUL  
\$0-\$250,000 LAW PRACTICE

STAGE 7 | SCALING  
\$10M+ UP



# THE 4-PART SIMPLE SOLUTION TO QUICKLY GROW YOUR FIRM TO \$250K IN ANNUAL REVENUE SO YOU CAN THEN DOUBLE IT IN ABOUT 18 MONTHS

## SO YOU CAN THEN DOUBLE IT IN ABOUT 18 MONTHS

In the first stage of growth every law firm owner has one thing most prevalently on their mind and that is how do I get more clients in the door!?!  This is why at the first stage of growth it's all about Hustle, Market, Sell. The second issue becomes how to balance one's time as there so many things that we want to get done and not very much time to get them all done.

Lawyers for hundreds of years have figured out (albeit slowly and painfully after years and years of mistakes and experience) how to build a successful business. But who wants to recreate that wheel? No one in today's day and age. Attorneys who don't want to wait 30+ years to learn by experience get organized and take action. That is what we are about to help you do so take notes!

## THERE ARE THREE KEYS TO BUILDING LAW FIRM

First, you need a business plan, written in plain English, that tells us where the firm is and where we want the firm to go so that we can construct the ladder to get you there.

Second, a Calendar that puts into action the things in the desired plan.





Finally, to avoid all your hard-earned money flowing back out the door (because it is painful to see the account balance drop back down every month after the bills), you need **a budget to give you the security of knowing this plan will work** and that you can afford the things that need to be acquired or utilized in order to effectuate your plan.

Unfortunately, many small law firm owners find themselves spending too much time **DOING THE WRONG THINGS!** For instance, it is a miserable experience working with the wrong clients. It is exhausting having to do all the work yourself. It is draining when month after month the firm is not doing what you know it is capable of.

THE GREAT NEWS is that this can all change quickly with some focused work ON your Business. So, time to get focused on your business model and gain clarity on the types of marketing that will bring in the right kind of clients and then go find them!

## **ELEMENTS FOR BUILDING A SUCCESSFUL BUSINESS**

### **1. Draft A Business Plan That in Plain English Explains How the Business Is Going To Make A Profit.**

Every successful business becomes more stable and easier to grow with the help of a business plan that spells out in plain English where you are and what you want to build. This allows the firm to have clarity in bringing in the right kind of clients, with the right kind of legal problem, with the right kind of expectations, and in the right timing and in the right quantity. (wait, "right quantity"? why limit ourselves?)





Well, because frankly most lawyers in the first stage of growth wouldn't be able to handle the business if say 100 perfect clients dropped on your doorstep! Better to gradually increase the business in the right way so you create raving fans out of every single one of the next 20 clients you bring in rather than create 100 pissed off clients.)

BOTTOM LINE:

## **THERE ARE 7 WORKING PARTS** **IN EVERY BUSINESS.**





## **A BUSINESS PLAN FLESHES OUT EACH OF THESE 7 WORKING PARTS TO EXPLAIN IN PLAIN ENGLISH ...**

How you are going to get clients in the door, how you are going to convert them timely and efficiently into paying clients, the processes for getting the work done, how you are going to hire, train and make a profit with staff to get the work done, where they are going to work and what tools they need, and how we are going to know if it is all working.

Don't confuse a business plan with a prospectus. A business plan simply lays out what you are trying to build and puts down the plan to get there. Sounds easy I know, but as with many things it takes a little work. But work like this is always easier with the help of someone who has been there.

### **2. Control Your Finite Time with a Calendar Crafted for Growth!**

It is equally important to recognize that there are a lot of things we want to get done and finite time to get it all done. Having a calendar that is balanced out with time for client work, time for administrative work, time for marketing and selling, time for financials controls.... Well that is a calendar that is going to help the owner grow and grow fast!

For example, for a lawyer alone in their firm still doing all the legal work they would spend about half of their time on legal services and half on growing the business to be more stable.

#### **SINGLE OWNER DOING ALL THE WORK.**

25 hrs Client Legal Work.

2 hrs Financial Controls.

15 hrs Marketing and Sales.

50 hrs to the Firm.

8 hrs Adming/Traning/PSPs.





Once the firm gets busier with legal work or has too much admin work, this is where it becomes evident that the owner needs to hire and leverage their valuable time. Delegation is a skill that has to be honed but the black and white numbers of how you spend your time each week is a good indicator of when you need to get some things off your plate so you can start spending your precious time growing your business.

Take control of your Calendar and your business by setting aside 2 hours every week to work on your business. Not sure what to spend that time doing? Don't worry, we will help you! For now, just commit to reserving that time on the calendar!

### **3. Develop a Budget That Helps You Stay On Target To Your Success.**

Unfortunately, all too often all that great revenue coming in the door, goes straight back out the door. Money in, money out... money in, money out... money in, money out... money in, money out. No judgment zone, we have all been there.

What most business owners don't realize is that when you get clear on where your money is going, you are in the driver seat to keep more of your hard- earned money! This is because a business often starts spending a little here and a little there and frankly the owner forgets where all that money is going. This is why you need a budget to get clear on what gets paid when and how that expense benefits the business.

A key to growth is being a good money manager and making sure the business is profitable. And a budget for growth lets you see visually in the months ahead where you will be





making more money and where you will be hiring and where you will be putting more money into marketing.

Don't have a budget? That's okay, most lawyers don't. Most of the lawyers that join How to Manage a Small Law Firm don't have a budget either when they join. They have been hiding their head in the sand and avoiding the day they need to look at their numbers. But what they find is that once they create a budget and start truly managing their numbers their business gets more profitable. So yes, it takes some work, but it is worth it!

If you're not sure what to do with this new information, don't worry. We've created an action plan to help you, well, get into action NOW...

## **ACTION PLAN: HUSTLE, MARKET, SELL**

### **1. Hustle**

"Every day you're Hustling"! There are so many ways to get clients and move the firm forward and every single day you should be talking to people ... whether in the community or in the business world, life is a full of networking opportunities. Talk to people, share what you do, and get curious on how you can develop more relationships and expand your network.

Hustling also means following up with people you haven't spoken with in a while.

Hustling also means being proactive and reaching out to people you want to meet or drafting information about your firm so you can share and educate people about what you do.





There is no end to the "hustle"... you are only limited by your own mind. That's why it's critical to have someone to hold you accountable to make sure you hustle every day. Most business owners, lawyers included, do not have such a person in their life and that makes the hustle hard to maintain. But it's a big part of what we do for our Members at How To Manage A Small Law Firm. We take that particular role very seriously because we've seen the results of how effective it is that we have that influence on our Members. Their firms grow by leaps and bounds in large part because of our accountability partnership with them.

## **2. Get Creative with Your Marketing!**

Regardless of whether you practice in small town or a big town there are endless ways to expand your marketing and share what makes you different in your market advantage. Be memorable (in a GOOD WAY) and spread the word to people who know you and like you. Use the time of year to mix up your marketing and remember to have fun. People love to do business with people who are doing something new and fresh!

## **3. Help Move Clients Forward!**

Lawyers are in the business of selling legal services and the most important part is converting potential clients into paying clients. However, **sales is really all about helping a potential client make an educated and informed choice about who to hire.** This is crucial.

So on your next consultation, take the time to ask the client why they are there and what their goals are. Then stay focused on helping the client make the choices to help them get there!





# HELP, GUIDANCE, SUPPORT, ACCOUNTABILITY, AND COMMUNITY TO ACCELERATE YOUR RESULTS

By now it comes as no surprise that it takes some work to juggle all the working parts of a successful business. But that work is so much easier to tackle with the help of an outsourced CEO. Because you see, big firms have a full time Managing Partner or CEO who can hold the firm together and keep it moving in the right direction. For solo and small law firm owners that luxury of a full-time person doesn't exist at the first stage of growth. That's why an outsourced CEO who works with you weekly is the perfect solution.

## A CEO WILL HOLD YOU ACCOUNTABLE TO DO THE STUFF YOU NEED TO DO!

**A CEO** to a small law firm is a blend of a mentor, a coach, an accountability partner and an ass-kicker. This is the person who helps you write your business plan and budget and helps you take control of your calendar. This is the person who then holds you accountable to the plan you have developed to meet your personal, professional and financial goals. Life is easier with a CEO to give you tools and help guide you rather than trying to reinvent the wheel yourself.

If you are ready to get help and start taking control of your firm and grow it the way you want, **[CLICK HERE](#) to schedule a discover call with someone on the How To MANAGE A Small Law Firm Team.**





You'll be able to choose a time that works for your schedule and then when you speak to one of our team Members, you'll be able to ask all your questions and most importantly discover how you could be growing a much healthier, much more profitable firm in the next 18 months. You can and should have a firm that serves you professionally, personally, and of course financially.

If you think you are going to do this on your own... look back for a moment at the last 6 months. Did you make the progress you wanted in your firm? Are you still doing way more work than you should? Are you frustrated with your marketing and with the F Clients that have come in the door? If you even half answer yes to any of these do yourself a favor and get the assistance by a team that has "been there, done that".

Taking action sounds easy, but when you start doing it is where it gets tough. Don't reinvent the wheel. There are hundreds of successful small law firm owners who have taken the first step by scheduling an appointment and you owe it to future successful self to at least learn what options are out there to help you move forward!

**SCHEDULE YOUR DISCOVERY CALL RIGHT NOW**



Dedicated to Your Success,

**TEAM HOW TO MANAGE A SMALL LAW FIRM**





P.S. To help you with your "hustle, market, sell" action plan, we've also included a cheat sheet on the next page called "151 Ways To Attract All The Clients You Need." You don't have to do every single one of those 151 ways to see results... just print this out and put it somewhere you'll see it every day and TAKE ACTION now and every day until you have the business and life you want. And remember, helping you get that business is THE business we're in. **START HERE.**

P.P.S. Don't take it from us. The proof is in the pudding ...

### **'MY GROSS REVENUES GREW 48%!**

"It's been one year so in this one year since joining the program my gross revenues grew 48%. The best thing I did was create systems so that I could offload the burden of everything that I was carrying on my own shoulders and develop a team.

This program is brought out incredible richness within myself, and not only monetary riches but also inner riches. Part of that comes from the freedom of not having to carry everything all the time"

**-Michael Cohen,  
Micahel H Cohen Law Group, Palo Alto, CA**

### **'MY STRESS LEVEL HAS PLUMMETED'**

*"It gives me goosebumps thinking about it. You laid out how to grow a million dollar a firm on paper... This was October 2014 and October of 2017 is exactly when we hit it.*





*We're just going to keep doing it and I don't lose sleep anymore, my stress level has plummeted, I've finally become very relaxed and I feel great about where the firms headed and comfortable that whatever happens, we can handle."*

**-Brett Trembly,  
Trembly Law Firm, Miami, FL**

### **'WHEN I STARTED I WAS \$340,000 AND NOW I'M AT \$665,000'**

*"My firm had been just growing just growing by dribs and drabs, and I wanted to have more profit from my business so I could do more for my family. When I started I was \$340,000 and now I'm at \$665,000, which is close to double what I did two years ago.*

*When I joined I thought having a \$1,000,000 firm was completely ridiculous. 'That's not possible for me to have a \$1,000,000 firm.' And now my goal is to have a 1.2 million dollar firm."*

**-Lisa Speaker,  
Speaker Law Firm, Lansing, MI**

### **'IT'S ABOUT BUILDING SOMETHING THAT CAN GIVE ME MORE FREEDOM'**

*"It's really not about the money. It's about building something that can give me more freedom. Once I built this firm that can run without me that's going to allow me to spend more time with my kids. We try and provide them the things that they need no matter what... But it's a whole lot easier to do that with a million dollar law firm.*

*My goal for 2017 was to end the year at \$350,000, and I ended the year at \$500,000. As I stand here before you today my goal for 2018 is to gross a million dollars."*

**-Holly Moore,  
Moore Family Law Group, Corona, CA**





# 151 WAYS TO ATTRACT ALL THE CLIENTS YOU NEED

**It's not always easy for sole practitioners and small business owners to attract and keep lots of clients, quickly and consistently. These will help. Some you're doing, some you're not, but they all work. The key is to slowly and systematically add these to the way you market yourself and you'll get results. Start today, and do one at a time.**

- ✦ Come from a Full Practice Mentality
- ✦ Follow up with all prospects in less than 48 hours
- ✦ Define your ideal client very specifically
- ✦ Write out your Unique Selling Propositions
- ✦ Write out what separates you from competition
- ✦ Craft and memorize an elevator speech
- ✦ Join a breakfast networking group
- ✦ Start doing your own workshops
- ✦ Get hired for speaking engagements
- ✦ Have a Client Attractive business card that gets you business
- ✦ Create a website that excites prospects
- ✦ Create a one-sheet flyer or brochure
- ✦ Referrals-educate, nurture, ask, reward
- ✦ Give clients birthday gifts
- ✦ Always add extra value
- ✦ Niche your practice
- ✦ Master the "money conversation"
- ✦ Have a rate sheet
- ✦ Offer several programs
- ✦ Figure out the hours you want to work
- ✦ Cluster your client appointments to make time for your marketing
- ✦ Get clear on where your best clients have come from
- ✦ Don't be a secret; get out there
- ✦ Focus on your top 5 or 10 clients for referrals
- ✦ Don't ever discount
- ✦ Take the edge off by offering a guarantee
- ✦ Use technology to get clients while you sleep
- ✦ Keep a Warm Prospects List for easy follow up
- ✦ Don't be needy for clients (keep your day job if you need to)
- ✦ Educate your environment with an introduction letter
- ✦ Ask personal advocates for referrals
- ✦ Communicate what a GOOD lead for you is
- ✦ Communicate what a BAD lead for you is
- ✦ Ask clients for measurable and tangible results in their goals
- ✦ Talk about benefits and results, not features!
- ✦ Set up incentives for referrals
- ✦ Get testimonials from your raving fans
- ✦ Raise your rates
- ✦ Have a success partner
- ✦ Get a really good marketing and business coach
- ✦ Don't sell: show how you solve problems and add value
- ✦ FOCUS: a strong focus now creates different future later
- ✦ Ask clients for measurable and tangible results in their goals
- ✦ Make a list of centers of influence
- ✦ Tell everyone what you do
- ✦ Create strategic alliances
- ✦ Make clients feel special
- ✦ Strive for 100% referral based practice
- ✦ Reward people for sending referrals
- ✦ Do regular mailings/postcards
- ✦ Set up your office for efficiency
- ✦ Believe in yourself-write down why you're really good at this
- ✦ Get a personal board of directors
- ✦ Have options for prospective clients to sample your product or services free of charge
- ✦ Put your expertise on paper and sell it (people love information)
- ✦ Strengthen your strengths by delegating
- ✦ Use buzz words instead of long sentences
- ✦ Set up scripts that work and memorize them
- ✦ Bookend your follow up calls
- ✦ Don't make a prospect wrong if they don't sign up
- ✦ Write a book
- ✦ Have open office hours one morning a week
- ✦ Get on boards, get involved in community, be visible
- ✦ Create a signature talk you're known for
- ✦ Collect names religiously
- ✦ Use a database management system
- ✦ Create an idea book so you can focus on 2 or 3 things max
- ✦ Create a Power Partners wheel
- ✦ Walk your talk - make sure you're using your own info or product
- ✦ Use client case studies in sales conversations
- ✦ Surround yourself with supporters, not naysayers





- ✦ Priorities-work only on things that make money during 9a-5p
- ✦ Celebrate your Wins - don't take them for granted
- ✦ Teach teleclasses
- ✦ Ask for feedback, suggestions from top clients
- ✦ Create an R&D team
- ✦ Work with groups for more income
- ✦ Do research on new targets and their critical needs
- ✦ Become an expert in your field
- ✦ Position yourself as a problem solver
- ✦ Be a "bridger" - bridge people together
- ✦ Reduce your fees if need be
- ✦ Come up with clever 800
- ✦ Brand yourself big time
- ✦ Host a club or association in your industry
- ✦ Write a newspaper column
- ✦ Use your email signature as a Client Attraction tool
- ✦ Host a special interest group
- ✦ Spend extra time with your best clients
- ✦ Have a marketing plan in place vs. doing things ad hoc
- ✦ Get a professional logo
- ✦ Seek out and get to know good networkers
- ✦ Accept credit cards
- ✦ Host brainstorming sessions with clients
- ✦ Write 3 handwritten thank you notes per day
- ✦ Do 5 lunches, breakfasts, coffees per week to spread the word
- ✦ Have all the necessary business equipment
- ✦ Make a list of organizations that need speakers
- ✦ Launch a party for your business
- ✦ Create programs rather than one- time sessions
- ✦ Keep your materials simple less is more
- ✦ Set up 3 short term goals per month
- ✦ Figure out how much to charge
- ✦ Give 5-10% upfront discount for paying in advance for programs
- ✦ Communicate what you do as if they're 6 years old
- ✦ Create a list of your credibility factors
- ✦ List the best ways to easily and inexpensively reach ideal clients
- ✦ Figure out what image you must have to make your target audience want to work with you
- ✦ Write newsletters for associations of which you are a member
- ✦ Have a list of speech topics ready to go
- ✦ Be known for one thing
- ✦ Create a call-to-action to make prospects eager to contact you
- ✦ Describe your services in a way that prospects will say, "That's exactly what I need!"
- ✦ Make your services seem like an exclusive club, cherry-pick clients
- ✦ Estimate with clients how long they would need to work with you
- ✦ In the initial conversation, identify and eliminate obstacles-do this up front
- ✦ Say your name slowly and distinctly
- ✦ Use a tagline-make it easy for them to repeat
- ✦ Practice closing the sale
- ✦ Offer flat fee packages
- ✦ Fake it 'til you make it - don't let perfection stop you
- ✦ Break through a crowded market with something unusual
- ✦ Continually check in with past clients or prospects
- ✦ Check local newspaper for groups that meet on regular basis (city business journal)
- ✦ Ask members of your current group what other groups they belong to
- ✦ Create a vision for your business that really pulls you forward
- ✦ Increase your confidence in networking by doing it more often
- ✦ Give simple information/don't inundate prospects
- ✦ Create regular systems for Client Attraction- so you don't have to think about it
- ✦ Establish with clients that they are responsible for their results
- ✦ Know when to gracefully say goodbye to a client
- ✦ Set up Policies and Procedures
- ✦ Set boundaries around missed appointments and uphold them
- ✦ Define what's holding you back from going forward and act on it
- ✦ Dollarize' what it's costing them not to move forward with you
- ✦ Package what you know
- ✦ Package what you offer
- ✦ Package what you charge
- ✦ Schedule important marketing tasks in your day planner
- ✦ When speaking- be so passionate that you forget to be nervous
- ✦ When speaking-give your very best material
- ✦ Write conversationally
- ✦ Create an ezine (e-newsletter)
- ✦ Sit down with people one on one, friends, acquaintance, etc. This is where the sale happens
- ✦ In networking, focus on building relationships, not getting clients
- ✦ Become a referral partner for someone who shares your client
- ✦ Make your voicemail outgoing message a Client Attractive one
- ✦ Deal with procrastination (now, not later!) Ask! Ask! Ask!
- ✦ Write 5 articles on your expertise
- ✦ Have a varied marketing plan
- ✦ Be authentic in everything you do







# HOW TO MANAGE

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A SMALL LAW FIRM

**HAPPY LAWYERS MAKE MORE MONEY!™**