Special Report

LAW FIRM MARKETING

Discover how to make the phone ring, obtain more appointments, have more appointments show up, more prospects hire you and generate more referrals, TODAY!

RICHARD JAMES

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Welcome.

You undoubtedly requested this report because you want to make more money for your firm and you know that the more phone calls, or what I'll call "leads" you get in the door the more money you make.

But is that entirely true?

Well the answer is – it depends. I know, now I sound like a lawyer. But I'm going to ask you to take a step back and really take a moment to think about your firm, it's clients and your marketing in a whole new way.

You see, I've worked with firms that the answer was absolutely, positively we needed to generate more leads.

And…

There are firms that what we didn't need to do was to generate more leads, at first, what they need to do, is plug the holes in the their business and obtain more value out of the leads they already were generating.

It is my beliefe that unless we take a wholistic approach to your practice, we have no chance of solving the real problem that is keeping you from making all the money you really deserve and living the life of your dreams.

My name is Richard James and, I've worked with hundreds of entreprenurial attorenys over the last few years alone and helped them turn their practice around. Some of those attorney's you will meet in the pages of this report and remember that nearly every one of them came to me asking me to help them … generate more leads.

If you are really looking for a tried and true solution to solving the real problems in your practice then turn the page and lets get started.

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Take the Pledge

Regardless of where your firm is located or what neighborhood or to what community you offer your services, there are principles that hold true. The first rule in reviewing your practice's operations and marketing is to realize your business is no different than any other. Believing this mantra will open your mind up to new ways of doing business that are bound to pay you dividends. At the very core, there is a thread that runs through all businesses. To learn that "core" you must momentarily suspend your disbelief that your firm, your employees, your prospects are different from anyone else's. So, counselor, please raise your right hand and repeat the pledge, "MY BUSINESS IS NO DIFFERENT FROM ANYONE ELSES". Now that we've gotten that out of the way…a little about me.

My Business Pedigree

First and foremost I'm a Christian businessman whose priorities in life are God first, family second and business third. I believe there's a right way to do things and those things must be done right to maximize results in your business. If you work with me, I guarantee that you'll build systems that work and show actual positive results for your business. I'm going to be on time, every time, and if I misses a call or a deadline, you can bet that I'm either in the hospital or dead. I never lies, cheats or steals, and I'll always use please and thank you, just like his grandmother told him to. Above all, he abides by the Golden Rule of "Treat Others as I Wish to Be Treated".

I have a very diverse background. Very diverse. I've got some fantastic winning stories, and I have some great crash-and-burn stories. I don't know about you, but I've learned more from my losers than I have from my winners. It's helpful for you to know a little about me and my background.

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I got started in the insurance business. It's where I learned how to build a system for sales. As a systems guy by nature, I create, use and promote the use of systems or processes of doing business. Insurance is also where I learned to sell—and I love to sell, and I really enjoyed business. Despite being young and dumb back then, my uncle offered me an opportunity that would teach me how to become a man and learn how to run a business. He invited me into the family funeral business, and I jumped at the opportunity.

There are about as many jokes around the funeral business as there are in the legal business. Since I sit squarely amid both, you can imagine Thanksgiving dinner with my family. I'm at the butt of many, many jokes.

I loved the funeral business, and it was really good to me. I loved the thank you notes families sent after we helped them out. Naturally, I loved the checks that we got from families for sure, but what I loved the most was that we had one location when I was 25, and by the time I was 28, we had three locations. Soon I had to build a system to duplicate myself professionally in all three of those locations, because I couldn't be at three places at once. It's critical to build systems to duplicate yourself over multiple locations in order to successfully manage and grow your firm. And truth be told, as much as I love the funeral business, I loved sales and marketing more. I really did. I just couldn't figure out a way to hang a sign on the side of the funeral home that said "buy one, get one free" and get any real results. This frustration led me to leave the funeral business and venture into an entirely different business: pet supplies!

With about 3000 Mom and Pop pet stores all across the country, my company sold aquarium ornaments to many, many of them. We became the third largest supplier of aquarium decorum in the United States. Through hard work in creating this business, I earned my "master's degree" in systems building.

Because our product was manufactured in China, I visited there a few times a year. Our company was a traditional business with warehouses, product marketing, customer service, sales, distributing, the whole works. To really make

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things work I had to build a system for every single one of those functions. Along the way, I ended up mastering all of the systems building ideas (like I said I EARNED that master's in systems building).

Around 2008-2009 recession, we figured out that fish don't fetch. They are just not as cool as cats and dogs and during the worst recession since the great depression, aquariums are dispensable when money is tight. I had to figure out something else to do.

To help me discover my next venture, I started working in a Mastermind group. This is a scenario where like-minded individuals connect and work on one another's businesses. One of my Mastermind colleagues worked with lawyers. His business had a systems problem. His company was broken and he turned to me to help him fix the problem. And I did.

Naturally, his next question was: will this same process work for my clients?

I knew it would. My next venture then was traveling the country teaching something that I call the DNA of the Autonomous Attorney and the DNA of the Seven-Figure Law Firm. At one of my engagements, an attorney heard me speak and approached me. As an attorney in a unique situation, he asked me if what I taught really worked, and then he went a little further to ask me to really put my money where my mouth was and put it all to work. Proof. That's what he was seeking in his new firm, and it was something I knew I could deliver.

Because he knew his license as an attorney came with its own unique limitations, his only caveat was that I ensure protection of his license to practice law, and very quickly the deal was wrought. My only caveat was that <u>when</u> my systems worked for him, I could tell the story as my foundation for helping other attorneys achieved the same results.

I took that chance because I was excited about it, and together, we built a firm that skyrocketed from essentially $0 of gross sales to $3.5 million in two and half years.

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It’s a great story, but it’s not really the point. The point is the thread I spoke of that runs through all businesses and that is SYSTEMS ARE AT THE HEART OF IT ALL. The thing is, I didn’t realize it when I was building the insurance business. I don’t know that I fully realized it when I built the funeral business, but I did figure it out in the pet supply business, and I certainly did it on purpose in the legal business.

I am a Fundamentalist

When growing the firm, I considered the systems and how I came about creating them. I had to ask myself, what am I? The answer I determined was: *I am a fundamentalist and that is exactly what I teach.* I believe it’s the core value of everything that we do. In studying other fundamentalists, I determined one of the best is John Wooden.

An amazing basketball coach at UCLA, Wooden won seven national championships in a row and ten in a period of 12 years. His record is so off-the-chart that no other coach has approached achieving even half of it.

PHOTO: ANDY LYONS/GETTY IMAGES

Wooden began every year the same way. He would gather his players in the room and line them all up. He would then explain to these fresh young players that he is going to teach them the fundamentals they needed to be successful on his basketball team. The freshmen would get all excited about what they were going

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to learn. The next thing he would say is now take off your socks and shoes. The young, green freshmen would blink and say WHAT? And then Wooden would show them how to take a sock and put it on so the little green line wasn't under the pinkie toe. He showed them how to assure that the entire sock around the toes was smooth and free of wrinkles. Next he would show them how to loosen the laces from the top all of the way down to the bottom and pull the tongue out. Finally, he would show them how to slip the shoe over the foot, tighten it from the bottom all the way to the top, tie it once, and tie it twice, and really tighten the double-knot.

During this painstaking lesson, one of the kids would eventually mumble and grumble about why the coach was taking so much time and trouble to teach tying their shoes.

The great coach would explain it this way:

"See that court out there? We're going to spend a lot of time on that court. If you have a wrinkle in your sock, that hard wooden court is going to give you a blister. Blisters can prevent you from practicing, and if you can't practice, on MY team, you don't PLAY. And, if I'm going to have to start somebody else in your place, you may not get back in the game again. Worse, if your shoes aren't correctly tied, you could have a loose shoelace by the end of a big game. That loose shoelace could cause you to turn over the ball and that turnover might cost us a game. That one loss could be the difference between the national championship and going home."

Then this fundamentalist winning coach would say: "I'm not going to risk a national championship because I didn't teach you the fundamentals."

And that was that. Simple and basic, but nevertheless, a *powerful* lesson.

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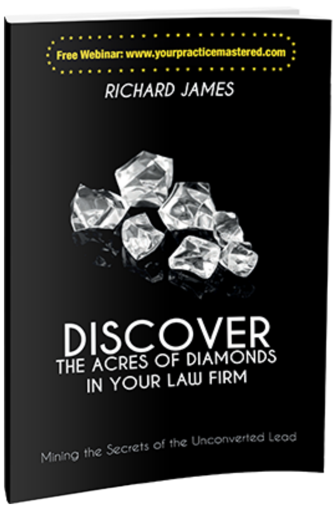
A Law Practice that Supports Your Lifestyle, Rather Than Undermining It

This is exactly how I feel about your practices. I love that story because I don't want to risk "the national championship of your practice" because I didn't take the time to teach you the fundamentals. And what is the "national championship for your practice"? In my opinion, this winning moment is when you have a practice that supports your lifestyle, rather than undermining it.



Discover the Acres of Diamonds—my second book—is a sort of short book that I call a shook. It's not very long, but it gets to the point. In it, I reveal two fundamental things. The first is what I call Diamonds--the unconverted leads in your practice. There are four Diamonds I will reveal here. The second fundamental outlined in my book is the system that will make these Diamonds appear for you and your firm. This system is the very foundation of a successful law firm: **The Perfect Client Life Cycle**. This perfect client life cycle is a system. It's this system that should run your business, and people should run your systems. It's so important, I am going to repeat it: Systems should run your business, and people should run your systems.

Naturally, it's important to treat your clients well AND create a workplace where your employees are ALSO treated well. Creating systems that your employees run is not an either/or it is a both/and. When the proper systems are created, we can set our clients and our employees up for greater success.

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The System is Everything

Dissecting this system is simple. It's the concept of taking leads to appointments set, from shows to hires, to paid-in-full clients. It doesn't end there but when executed correctly, referrals wind up the life cycle. The true secret about this system is what I call the little hinges that swing the big doors. These little hinges are the conversion points. Conversion happens between leads and the sets, the sets and the shows, the shows and the hires, the hires and the paid-in-full clients, the paid-in-full clients and the referrals. When all of the aspects of the life cycle are executed properly, each stage works toward converting to the next stage. That's the secret of your business. If we can get this system correctly aligned in your business, all of your strengths and weaknesses will be revealed.

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Lead Generation

Lead generation is the first stage in the life cycle. What is a lead exactly? Well, leads are everybody raising their hands and saying they are interested in your services. They let you know this by phone, by email, by web forms or chat, by snail mail or they walk into your office. Everyone that expresses interest becomes your lead.

Well, here's the big question. What's not a lead? In many cases, I asked my clients this base question: How many leads do you generate each month? Most new clients cannot answer this question decisively. Their first inclination is to count their appointments on the calendar. Appointments are NOT Leads. Leads may or may not set an appointment, but either way, someone who expresses interest in your services is a lead.

Diamond number one, the unconverted lead of "no set." Anybody who calls the office and doesn't set an appointment is your first opportunity. If your firm is not keeping track of both those who call the office and set an appointment and those who call the office and DO NOT SET AN APPOINTMENT, must be corrected NOW. This is problem number one! Your firm <u>must</u> determine a process to keep track of every single piece of information about every single lead every single time.

Know AND Track Your Leads

Why does it matter? When we built that first firm, we had 175 ways to make the phone ring when I left. I used this method at that firm, and I teach it today. It's something called authorship, celebrity, and expert—ACE. Authorship, celebrity, and expert means that you write a book and you use the book as a lead magnet, and we use it to generate leads. The process includes spending about $800 for an ad. The ad would produce about 80 leads and at $800 for the ad, each lead cost us $10 each. The key to the ad was having a deadline. That is what will drive your leads through the roof.

An ad isn't an ad unless it contains a deadline or better said, a direct response ad isn't a direct response ad if it doesn't have a deadline. If there's one thing you can immediately take away from this is wherever you've got advertising, regardless of which form, you MUST ask yourself how can I add a deadline to it? This includes your website offers, your newspaper ads, your Yellow Pages ad, TV or radio. Whenever you add a deadline, you will find that your ad will produce far more.

Why is this such a big deal?

It is vital to track and KNOW which lead sources are producing results and which are not. If we didn't know where the leads came from, I wouldn't have been able to tell which one of the 175 lead sources was working. We were able to shift our investments in marketing when we knew which lead sources produced the best results. While everybody else in the area was using a shotgun, we were using a laser beam. It's a huge difference. We knew what worked. Most attorneys I work with, fall into the category of: I know 50% of my marketing is working, but I don't know which 50% that is.

Harvest Your Data

The point of this all is the system—because that's what this is all about. Every system has three fundamental parts. The first is harvesting.

"Harvesting" means that every single piece of information about every single lead is recorded and tracked every single time. Inspecting and reporting is what you as the business owner ~~is~~ are responsible for. That's the truth. This whole thing works only if #1 you believe in what I'm telling you right now and #2 that you actually do it. If you don't believe that, you're not going to inspect it.

It's not who you assign the inspection, but still, someone must inspect the assigned person to be sure that he or she is doing it. You have to commit to inspecting this, and you have to make sure you believe it. If you don't believe it, it won't work. Period.

How do we harvest? I'm going to give you a really, really simple system. I knew a guy who used three stacks of paper. One had a green brick, one had a blue brick, and one had a red brick. The red bricks were people who didn't buy, the blue bricks were people who were interested but didn't buy, and the green bricks were people who bought. Archaic but readily decipherable, right?

Build Your System

Don't worry, I'm not going to take you back to the bricks. But I am going to take you back to the beginning. You can do this with something called a spreadsheet and not any old spreadsheet. There's shared software on Google called Google Drive. This allows you to have a database that everybody in your office can use at the same time.

If you already have fancy software, go ahead and use it. If you are going to get Compass, go ahead and do that. But if you want to build something that you can get in the habit of doing just to see if you are willing to commit to this process, Google Drive is the simplest and fastest way that you can do it. If you have four employees, everybody can access it simultaneously something you cannot do with a regular spreadsheet.

In this Google Drive document, a couple of pieces of data that you may not think about must be collected. The first one is Lead Source. When I talked about having 175 lead sources, how do I know which lead source works if I don't track it? The first column has got to be lead source.

The second field is Referral Name. If you receive a lead because someone referred you, you want to get the name of the referring party. Thanking referrers is a MUST in the Perfect Client Life Cycle. The rest of the fields are your typical name, rank, and serial number.

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One aspect of the lead's name, rank, and serial number that you may not think of is Caller ID. Caller ID is something people don't think about getting, but it does come along with most phone plans now. Make sure you include this on our harvest list and train your staff to collect it.

How do we collect the lead source? The worst way to get the lead source is by doing it by report. When people come into your office and you ask on your intake sheet "How did you hear about us?" They fill in: Billboard. They really saw you first on TV, but on the way to the office, they saw the billboard so that's what they write down. This is the worst way to collect this vital information. The best and most effective way is to employ a tracking line.

Whenever you invest in various advertising mediums, you must use a tracking line for each piece. If you've ever bought ads in the Yellow Book, it's likely the rep wanted to give you a tracking line. You must have your own tracking line for each ad because you must be in control of what's working and what's not. When you order your tracking line, you want to add a whisper feature. This feature tells your firm as the call is answered which lead source is represented. When the staff answers and is informed which lead source it originated from, this information may be added to the Google Drive document. As we build your system, you can begin measuring and learning more about what's working.

Inspect What You Expect

Inspection is next. What exactly IS inspection? It is a necessary element for any owner, and here's why. There are three things that happen in every single business. What the business owner wants to be happening, what the business owner thinks is happening, and what's actually happening. As the business owner, inspections should be done *each and every day*. When you do this, you can be sure that everything you are investing in and your direction is being done the way you want it to be done. There are two reasons for inspecting every day. The first reason is if it is not done daily, you can easily become so busy doing your legal

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work, new practices tend to make their way to the bottom drawer of the filing cabinet. If you are inspecting each day, your team knows they are accountable, each and every day. When you make the commitment to inspect, new practices can be done.

The second reason is really, really important because it gives you an actual feel for the pulse of your business. Whether you know it or not, you're in the sales-driven, client focused business. This system is simple, and by the end of this, you will see how you can actually KNOW what your firm is producing and doing.

You have your Google Doc Spreadsheet, and you assign it to someone in your office. Every day your staff is instructed to copy it and email the data to you. Keep it simple. It's one email at the end of each day from the staff managing the spreadsheet to you. That's it. Don't overcomplicate it. With this information, you will respond with thanks, or you make an observation such as "Hey, I noticed we got a lot of referrals today" or "What's up with all of these no shows?" Just be sure to comment on it. That's all you need to do. Comment on it. One line. One word. I don't care what it is. If the email is not sent, you MUST respond with "Hey Sally, I didn't get the email today." When you NOTICE and ask for it, Sally will send it and your system remains on track.

Lead Conversion

Convert to Appointment

Our next stage of the Perfect Client Life Cycle is getting our leads to convert to an appointment. This stage is judged as a percentage of the stage before. When you learn to maintain a good quality count on your leads coming in, you then may maintain a good quality count on your conversion from leads to sets. It's kind of like building a deck.

I was building my first deck and my grandfather walked up and said, "Well, that's catawampus."

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I didn't know what catawampus was, but I soon learned when he pointed out that I was off on the first board. This wayward board made every board thereafter off. I had to rebuild it.

My Grandfather’s lesson was simple enough: when you get the first one right, your chances of building a correct structure is far greater. We’ve got the data about the appointments set. Your appointment set rate varies. It depends on your referral rate. If your referral rate is high, then your appointment set rate may be 90%. If you buy some business--advertisements or third party lead-buying-- you might be at 60%, 65% or 70%. If you are new, and you're generating leads through that ACE principal or just generating leads from no referrals at all, you might be really low, as low as 30% or 40%. If you're using a lead magnet model it might also be that low. However, this lower percentage is of a much higher number because you are driving higher volume of leads.

Well, nothing is constant, of course. I had a client up in Seattle who started with the authorship, celebrity, and expert principle. They gave away the book, drove leads, and the conversion rate was only 15%. This rate signaled trouble, red flag area. The first thing we did was enter into inspection mode.

We monitored what was being said to prospects. We listened to the calls and everything was fine. When we inspected the staff, we learned they were saying exactly what they had been trained to say. Next, we pulled the data. We found there were four-and-a-half-minute hold times and everyone was falling off. Their call abandon rate was through the roof.

When we had the information to inspect, we were able to make one change and conversion doubled right away from 15% to 30%.

What did we do to increase this rate from 15% to 30%? The one change was we gave it to a call center that was scripted and had permission to schedule the appointment on our calendar. These two elements are VERY important: Provide scripts and permission to schedule directly on the firm’s calendar. That's how we maximized that rate.

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The trick to maximizing conversions from sets to leads is having a live person answer the phone. The point isn't the story, the point is the system. Add one little column to our Google Drive spreadsheet Appointment Set? (Yes or No). True or false? That's it. With every single piece of data about every single lead, you easily get your appointments set count and your conversion level.

What is your Show Rate?

Show rates are next. Exactly what IS the show rate? When anyone attends the appointment they set—whether it is by phone or in person, it is counted as a “Show”. The rate is calculated by taking the number of appointments set and dividing it by the number of people who actually showed for the appointment. Determining what your show rate should be depends on geographic location, according to my experience. In some parts of the country, the firm can make every mistake in the world and still arrive at a 70% show rate. Others perform every single step to perfect and wind up with a much smaller percentage.

Another variable is your referral rate. Those firms with a high level of referrals experience a much higher show rate. If you are out there buying business or you are new as when I got started with the law firm, the show rate is going to be really low. Horrible, in fact. At the start of the firm I helped to build, we were pulling a 35% show rate. Then, we made one change and increased our show rate 10 percentage points, from 35 to 45%.

What did we change?

Think back to the book I told you we gave away. We had a little bit of a problem. We offered the book for free but we didn’t have a published book yet to give. YIKES! Oh, we had the copy written, but it just wasn't printed.

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I literally printed the manuscript on an 8.5 x 11 piece of paper, signed it, and then stamped it with ROUGH DRAFT. We included a letter that said: “I wanted to get you this manuscript as fast as possible—so here it is in a rough draft form! We got that out into the mail and got it going. Because we got it into everybody's hands, we saw the show rate go from 35% to 45%.

Remember though, that's not the point. The point is the database. The point is the system. The point is you indicate on the Google spreadsheet that they showed up--True or false? That's it. From then on, every day, you get your data. You captured their information, what lead source they came from, whether they set an appointment or not and whether they showed up or not.

Get More Clients

Gaining new clients is next. What tactics can we perform to gain more clients? Choreograph the sales process is number one. Also high on the list is increasing your referrals process. Micromanaging the client experience winds up the trio of most important in increasing your hire rates.

You may test all of these things, and as long as you capture the data on how and what you employ, you can determine which works best. We went as far as measuring which of our three consultation rooms converted better. We had three rooms when we started. We had a conference room, we had a president's room with a big, heavy desk, and we had a kitchen table room. I don't know about you, but coming from the insurance business, I thought for sure the kitchen table room was going to work better. The result for this test revealed no difference from one room to the other. But here's what I don't want you to miss. I don't want you to miss that the biggest, most important point of all is that you can never go too far with this.

You can never get too carried away with measuring your data. Why? Because even though there was no difference in the room, what we did learn was that there *was* a difference in <u>who</u> was in that room, and because we were measuring what room it was in, we measured who was in that room. Many of you meet with all of the clients yourself. Some of you have other attorneys meeting with clients on your behalf. If you want to duplicate yourself, you are going to want to know which situation converts better. It is merely one more segment of perfecting your whole system.

If you have the right system and use the Google Doc, all we have to do document each prospect's experience and inspect and analyze the results to find out.

- Which room?
- Which consultation?
- Did they hire?

Once you've got this thing moving, you can have all of the data at your fingertips to help you run your firm more efficiently. All this information is likely already harvested in either your intake sheet or some form that you've already had people filling out as they are coming in and out of your office. All that's needed is one person to take all this data and enter it in that spreadsheet every day. This is not an overly complicated or overly difficult system. Remember, if you think about any of this through the lens of cost, don't. That's a mistake, and please don't make it. This is an investment, and when you invest in a system in your business and the time to you are going to put into your business, the results are an ROI, a return on your investment.

Because your number of hires is directly linked to your number of shows, it's important to get that show number right. The foot bone is connected to the ankle bone. Everything is interconnected in this.

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Pay Day

Getting paid is next, and for non-contingency fee firms, this is a really, really big subject. Really BIG subject. In fact, I would call this stage the biggest stumbling block for most non-contingency fee firms. Collections and price are the top two. Let’s travel back to your pledge at the start of reading this. You might be saying to yourself already: “Richard, where I live is different, my clients are different.” This is the area where I get that objection the most.

For a moment I am going to talk to the non-contingency fee firms out there because with what I am about to reveal on the next few pages I have saved more businesses than with any other strategy. If you are not a non-contingency fee firm or in a practice area where getting paid is an issue, then bear with me or skip ahead to the next section.

Let’s focus on price and collections--price first and then collections. When I ask most attorneys about the concept of price and how they came up with a price for their services, they tell me they looked at whatever everybody else was charging. They then priced themselves at about the same. Bad idea. What’s worse is others may say they looked at whatever everybody else was charging, and they charged a little bit less. I can’t afford to think that way, and when I tell you why, you are going to understand why you can’t afford to think that way either.

In order to determine price, you have to know what your cost per case is. Your cost per case has two numbers that aren’t on this sheet. The first is your cost of acquisition or what it costs for you to acquire a client. Your second is the cost to get a case out the door.

The biggest change that firm owners must make is one very close to home—right between your two ears.

Attorneys in the industry seem to have tried to train the clients to believe that it's about price. Clients don't care about price as much as you think that they do. If you build the right marketing funnel, clients will value far more your success in the case than what it cost them. I promise you. The final word is YOU NEED to get the price right.

Part Two is collections. The majority of attorneys tell me that they collect money for their services by taking whatever the client can put down that day and then agree to accept whatever the client can give monthly -- based on the pressure they are receiving from creditors.

If this sounds like your firm, think about this

How important is cash flow in your business on a scale of 1 to 10?

It's an 11! Ranks right up there with oxygen, right?

In many cases your clients have demonstrated that they are not good managers of their lifestyle which includes their money and yet, you've left YOUR CASH FLOW in THEIR hands. Does this make sense to you?

There's a better way. Law firm owners have three responsibilities. The first is a fiscal responsibility. This is making sure you are pricing yourself correctly and you have the correct collections process. The second is an ethical responsibility. The third is a communication issue, a client communication issue.

What's the number one complaint about law firms from consumers to the Bar Association? It's lack of communication. Here's how to fix that number three issue of communication. Make simple rules. The first rule is anybody can hire the firm for whatever amount of money down YOU determine they can pay you. EXCEPT, every client MUST be on a plan that is specific. If they say "My Uncle Charley is going to give me $1000 next Thursday, and we are going to pay you in full" that's fine. This is a payment plan that is ONE PAYMENT next Thursday.

The second rule is that plan goes straight to Sally in our office. One of Sally's duties is to make outbound phone calls. These calls are deliberate and are not reactive. This means they happen no matter what. Most attorneys only place calls if the client does not pay the payment on time. When this happens, attorneys send notices and chase them down with phone calls. Before you know it, you have become just one more bill collector. You don't feel good about it, the client doesn't feel good about it, and you get fewer referrals because of it.

Here's my plan. Take the payment plan—the plan is they agree to pay you over six months. Every time their payment is due, you're going to get on the phone with them proactively. Sally is going to use the payment plan as a calling monitor to pick up the phone and call them. The reason for the call is *not* the fact that they owe money. Sally is going to call about one of the big six – divorce, medical bills, foreclosure, repo, garnishment, law suit, whatever it is. Sally is going to get on the phone and build a relationship with your client, welcome them to the firm and show you care.

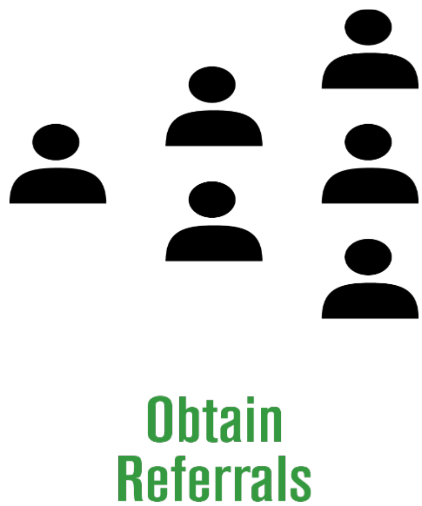
When your staff calls, they will talk to them and greet them warmly. They are going to get on their wavelength so when Mr. Smith falls off plan, and he eventually will (we know that), they are more likely to take Sally's calls, because we've built a relationship with her. This process helps solve the communication problem and the collections problem at the same time.

So that's the three-pronged plan. We have a fiscal responsibility, ethical responsibility, and we're going to use those to weed out the problem of lack of communication. Three of the four diamonds are no sets, no shows, and no hires—all are unconverted leads. The fourth diamond is clients off plan. Sally is going to be measured on whether she's on plan or off plan. How many people she keeps on plan and how many people have slipped by her and got off plan is her gauge. Diamond Four is the unconverted lead of people who are off plan.

You have gotten some good information, but let's come back to the Google Doc. Take that Google Doc and think about this. We have one more column for our

Google Doc and that is On Plan or Off Plan? Sally, your phone person, can use that exact same sheet to communicate with all of those people who are Off plan and On plan proactively.

More Happy Clients Means More Referrals



Your final destination in the Perfect Client Life Cycle is referrals. Referrals by nature are more likely to set an appointment, more likely to show, more likely to hire, more likely to pay your fee, more likely to stay on plan, and more likely to refer other business. Why in the world do most attorneys not know the rate of referral by definition based on how many hires we have, how many referrals we get and what percentage we have?

Most attorneys have no clue of how to answer this question. The system I presented solves that problem for you because in the lead source column, the next column over, you enter the referral name. Not only will you know if they were a referral as a lead source, but you can also know who referred them and how to say “Thank you.” So this system solves that.

At the end of this report is a worksheet. This is your opportunity to record your numbers here. Some of you will know these and others will have no clue. You may have to take a SWAG—do you know what a SWAG is? A “Sophisticated Wild-Ass

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Guess." Some of you may not know, and that's all right because that means you can go from where you are to where you are going to be.

If you do know these numbers, then it would be prudent to commit to looking at them daily. And so you're going to be able to take this and use it for yourself. I believe that there is a way to affect change in these numbers, and see fast and impressive improvement in these numbers.

Five Senses of Communication

These five senses of communication are what we're going to use to affect change.

1. The first one is email.
2. The second one is the outbound phone call.
3. The third one is text messaging.
4. The fourth one is voice blasts.
5. And finally, direct mail.

The number one sense of communication is the outbound phone calls. It is the number one overlooked and underutilized, yet most powerful tool of any law firm.

If I was dropped into a law firm, the first thing I would do on day one would be to affect change in the price and collections, and I would put somebody on the phone for the unconverted leads: no sets, no shows, no hires. Making this one simple change in your firm will produce significant numbers.

When you master your system, you will win your "National Championship", that is, have the law firm that supports your lifestyle rather than to undermine it. You must be committed to mastering it. And with that, I'm going to paraphrase a poem by Myra Brooks Welch.

It’s the Touch of the Master’s Hand, and it goes like this:

> **‘Twas battered and scarred and the auctioneer thought it was barely worth it’s while to waste much time with the old violin, but he held it up with a smile.**
>
> **“What am I bid, good folks,” he said,**
>
> **“Who will start the bidding for me? One dollar? Maybe two? Two dollars? Who will give three? Three dollars once, three dollars twice, and going and gone.”**
>
> **But no! From the back of the room a gray-bearded man came forward and picked up the bow, wiping the dust from the old violin and tightening the loose strings. He began to play a melody so soft and sweet, sweet as the caroling angel sings.**

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> **When he was finished in a voice that was quiet and low, the auctioneer said, "What am I bid for this old violin? And he held it up with the bow. One-thousand dollars, two-thousand dollars? Can I hear three? Three thousand dollars! Going once! Three-thousand dollars going twice, and sold for three-thousand dollars."**
>
> **The crowd cheered, but some of them cried.**
>
> **What changed its worth? Swift came the reply: "The touch of the master's hand."**

Here's the point. Just as the touch of the master's hand can change the worth of a violin, the touch of a different master's hand can change the worth of a business. The business is your life. If you change the worth of a business, you change your life.

I've enjoyed sharing with you today what I consider the fundamental ways to generate more business in your practice. I'm passionate about working with as many like-minded entrepreneurial attorneys who actually want to take action on the ideas that we come up with together so they can have real, measurable results.

If you like what you have read in this report you may want to consider doing business with us.

Your complimentary strategy session will take no more than 60 minutes, but we do require you invest an uninterrupted 60 minutes, and it has three parts. First, we will discuss the state of your practice, your frustrations, your objectives and your perceived needs – and I will share some information that will have value to you, whether we ever do business together or not. Second I will go more in depth on any area that you have further questions on and answer your specific questions on your practice. Third, we will determine whether or not it is appropriate for you to work directly with us and your questions will be answered. There will be NO "high pressure selling – I'm looking for the right attorney to have an on-going successful relationship with and am very confident of finding one in

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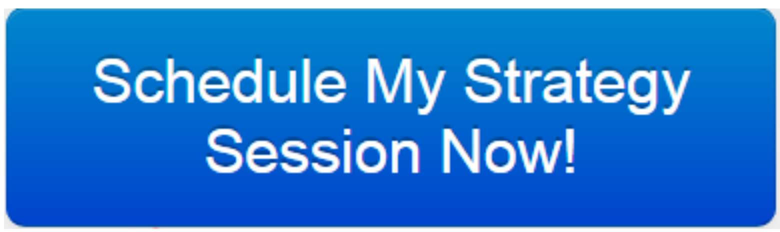
your area. I’m not selling something then running away, so “hard sell” is not in my interest – nor in my nature.

If you want to put me to the test and see what I can bring to your business then go to www.TheRichardJames.com/session to schedule a complimentary strategy session today or give us a call at 888-341-8897.

I look forward to meeting you and helping you build your business to the level that you desire and deserve.

Book your complimentary session today.



# of New Leads	# Appointments Set	# of Shows	# of Hires	# of Paying	# of Referrals

% of Sets to Leads	% of Shows to Sets	% of Hires to Shows	% of Pays to Hires	% of Referrals to Pays

Total Marketing Cost $	Total Cost Per Lead $	Total Cost Per Appt $	Total Cost Per Show $	Total Cost Per Client $

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