Entrepreneurial Attorney Sales & Marketing Implementation Events

PARTNERS CLUB

PROSPECTUS

Four Live Events:

February 25-27  – Double Tree Convention Center Gilbert, Arizona
May 12-14   – Double Tree Convention Center Gilbert, Arizona
August 18 - 20  – Meritage Resort Napa Valley, California
November 9-12  – Double Tree Convention Center Gilbert, Arizona

Contact: Richard James 480-422-6242
Richard@YourBusinessAutomated.com
Richard James invites you to join us in 2016 for our Quarterly Entrepreneurial Attorney Sales & Marketing Implementation Events – Partners Club - the only event focused on teaching Entrepreneurial Attorneys how to grow their business through sales and marketing systems.

There is no industry conference that matches the caliber, content or value available in three days. No boring speakers or subjects at this event: everything is staged to educate, motivate and equip entrepreneurial attorneys to make 2016 their best ever and continue to grow their business. Partnering with Richard James extends the opportunity for your company to connect with - and sell to - a targeted audience of over 60 entrepreneurial attorneys, who are willing to invest their time and money to attend and learn how to grow their business.

Who is Richard James?
Richard is the author of the *Your Practice Mastered* twelve module program designed to teach entrepreneurial attorneys the exact systems they need to have to build a practice that supports their lifestyle rather than undermining it. Having forged these systems from blood, sweat and entrepreneurial tightrope walking, Richard has proven the value of his proprietary formula by building a bankruptcy firm in Phoenix from $0 in gross sales to $3.5m in annual gross sales in under 2.5 years. Today, Richard’s systems provide hundreds of attorneys with NEW clients, NEW opportunities and New revenue streams.
What is the Quarterly Entrepreneurial Attorney Sales & Marketing Implementation Events – Partners Club?

A group of the most successful, fastest-growing entrepreneurial attorneys in the country will fly to Phoenix Arizona to invest 3-days into learning how to become better marketers, grow their business, acquire more clients and substantially increase their bottom line. Most importantly they use these events to implement and build the systems that will build a law firm that supports their lifestyle rather than undermines it. These decision makers will have paid up to $36,000 annually to be there and are highly motivated to increase sales. Unlike other “Lawyer” conferences where all of the speakers are practice management or matter specialists for CLE’s, these quarterly events feature only business topics laser focused on helping attorneys increase their personal wealth and business success.

Who Should Sponsor this Event?

✓ Sponsors and vendors who want to get in front of MORE highly qualified attendees! Every month we add new members to the program, which means at each quarterly event, there are new clients who have never met you before and this year we anticipate 450-500 cumulative attendees; and that’s a REAL number, not made up of other sponsors, staff and other “non-prospects”.

✓ Companies who want to engage with BETTER quality attorneys who KNOW how to market and sell. Unlike the vast majority of whiners and complainers, our clients actually have invested a lot of time and effort into growing their business.

✓ Sponsors who want to participate in an event with fewer sponsors to compete with. We won’t have you stuffed into a sponsor hall with 100 other competitors. You’ll get front and center access to attendees.
"For our Team it is a real rush to know we have helped enhance the connection between our customer and their customer. Our business is about wowing our customer's audience. It is rare that a week goes by that we do not add business from contacts made directly from the Richard James process, or from a customer of a Richard James client, or from the natural growth that occurs when a customer's business grows. Richard and his Team set a high bar for their performance and operational levels....we feel that and have created standards in our shop that support the privilege and responsibility that goes with being part of the Richard James family of Partners.” —Marc Tepner-Schakolad | Chocolate Factory-Nashville, TN

"Working with Richard James and his team has been nothing short of incredible. Not only is it a pleasure to work with him and his team, his clients are a pleasure to work with. The passion, expertise, and knowledge he shares in his program is something no attorney should miss. I have really enjoyed attending their events and working with them closely as they continue to love, care and listen to their customers and the partnerships they have formed. I look forward to where our partnership takes us!” — Cory Snyder, Senior Certified Partner Sales Manager | Infusionsoft

"After attending just one Partners Club event with Richard James, we have 12 new clients with more prospects in the pipeline! Richard and his team are terrific advocates, making sure we are known by their members and it shows. His members highly respect Richard and his recommendations are priceless! We would definitely recommend sponsoring their events if you want to do business with entrepreneurial minded attorneys who like to take action.” —Monica Ward Channel Manager | Nextiva

"We have had the benefit of helping to sponsor some of the Partners Club events with Richard James. We have received responses and business immediately from our presence at these events. The opportunity is really endless to be in front of and talk with the attendees. Since we help with the print production of books and support materials the inquiries and business has been forthcoming in just a short time. The clients we have been working with are very grateful for the information provided and the instruction of how best to get their materials ready and to print. They are very friendly and cooperative and have been a pleasure to speak with from anywhere in the country. I recommend these events will surely be beneficial to anyone who wants to reach the attorney clientele that participate with Richard James.” Brad Smith Director of Sales | Author 2 Market / D&L Press
Our Mission: To educate 100,000 Entrepreneurial Attorneys on how to generate more revenue, profits and success in their business, to give 10,000 the tools, training and support they need to be more than mediocre, to save 5,000 from closing their doors or bankruptcy and to help them all create a practice that supports their lifestyle rather than undermines it!

Practice Area

- 48% Bankruptcy
- 16% Criminal
- 8% Immigration
- 8% Social Security /Tax
- 6% Family Law
- 6% Personal Injury
- 4% Real Estate
- 2% Business Legacy
- 2% Estate Planning

Avg Revenue Band

- $2M +
- $1M-$2M
- $750K-$1M
- $500K-$750K
- $250K-$500K

92% Male  8% Female

Employee Count
Because of Richard James. My law firm is poised to grow faster than I ever knew was possible.  

Peter Daigle, Cape Code, MA

Richard was able to provide systems to help me grow my law firm to the next level. I have good, strong employees who were accustomed to running things one certain way. At first, there was some resistance. I kept promoting the vision of where our firm was headed. Helping our staff see the vision allowed us to get through the rough spots.

Today, I know where I want to go with my law firm and I know we are going to get there, thanks to Richard James.

I knew exactly what I wanted out of working with Richard and he has helped me make it possible.

Because of Richard James, my law firm is doing better than ever!  

Jamie Miller, Milwaukee, WI

Today, I know where I want to go with my law firm and I know we are going to get there, thanks to Richard James.

It hasn’t always been easy! There have been times that Rich told me things I didn’t always want to hear.

I know he is always trying to help me and my law firm improve.

Ever since one of the first things Rich taught me—how to write my own book The Truth About Bankruptcy in Wisconsin: Your Pathway to a Brighter Future—I began learning to create a law firm that supports my lifestyle and doesn’t UNDERMINE IT.

Everything has become easier and the growth has been monumental!

Because of Richard James, I am confident that I will get to my goal: Retirement by age 60.

Howard Snader – Phoenix, AZ

Despite not being ready to hear Richard’s message years ago when I first met him, today, the light turned on and I am starting to put things together.

Richard has shared the information I need to be a sole practitioner AND run my practice like a business. The more I put in place what he shares with me, the closer I am moving toward a law practice that will eventually run like a top when I am there and when I am not.

I have my goals, my plan to achieve them and a group of brilliant colleagues to help me stay the course. Thanks to Richard James and his mastermind program for entrepreneurial attorneys, I have the blueprint for the business I am building.

Law Firms who don’t do this will struggle to succeed  

Maria Jones - Phoenix, AZ

Maria Jones has implemented many of Rich’s different strategies to which she attributes her success. There is one in particular that she claims is her key to great stick-a-ibility (as Rich refers to it) with her prospects and that is outbound calling.

“I learned outbound calls are very important because it’s the first time your leads speak to the law firm—especially those leads that have found you online or by chat.”

From tactics for creating the right scripts for staff to training for the call staff, Rich taught us the correct kind of language to use and how to use it. When we call to remind or reschedule, we build a relationship.

Maria says, “Build trust with each lead with each phone call, and success follows. Rich has taught me to create a trusting relationship with my leads. The result is more hires, fewer missed appointments and fewer leads falling to the wayside.”

Systems are number one, especially outbound calling systems, but they are nothing without the right people to run them.
## 2016 PARTNERS CLUB-EXHIBITOR OPPORTUNITIES

### Description | 6 Foot Booth $3500 | 2016 Commitment $1000/Month 12 Months
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**SPEAKING OPPORTUNITIES**
One Interview with an Expert Call with Richard James broadcast to entire Richard James Database and archived on membership site |  | ✅
Session promoted on Partners Club website and via email and on agenda |  | ✅
**DIGITAL AND PRINT INCLUSION**
Conference Workbook Inclusion | Half Page | Full Page
Logo and URL included on Partners Club Website | ✅ | ✅
Listed as Sponsor on Agenda and signage in hallways with your logo at break | ✅ | ✅
Your brochure/logo/give-a-way included in Conference Bag | ✅ | ✅
Inclusion in Knee Cap to Knee Cap Monthly Newsletter |  | ✅
**EXHIBIT INCLUSION**
Exhibit space includes 6-foot skirted exhibit table, two chairs and electrical. Should not be wider than 10 feet. | ✅ | ✅
Two Exhibit Staff Passes: includes breakfast and lunch | ✅ | ✅

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If, after the event you are not completely satisfied with the results from your booth simply request a FULL REFUND of your sponsorship money AND we’ll pay up to $300 for travel and hotel expenses. No worries, no risk, no hassle and zero red tape! 100% Guaranteed

Contact Name:  
E-Mail:  
Company:  
City:  
State:  
Phone:  
Fax:  
Names of Attendees:  
Opportunity Chosen:  _____ 6 Foot Booth  _____ 2016 Commitment  
Credit Card Number:  
Exp. Date:  
Billing Address if different:  

Signature  
Date  

www.TheRichardJames.com/Sponsor | 480-422-6242 | Fax: 480-907-2133
Richard is first and foremost a Christian businessman whose priorities in life are God first, family second and business third. Richard is a man who believes there’s a right way to do things. And those things must be done right to maximize results in your business.

As a result of building a living breathing law firm with his own two hands from $0 in gross sales to $3.5 million in just under two and half years. Richard has devised a step by step system for designing and implementing automated marketing and legal business systems that build your law firm on a foundation of concrete rather than quicksand.

Richard is a seasoned entrepreneur who, during his 20 years in four different industries, mastered the ability to automate systems and allowed him to run his businesses nearly on auto-pilot. His proprietary systems achieve specific and clear objectives: massive lead generation, meticulous lead tracking throughout the entire conversion process, management by report and predictable profit margin growth. **Colleagues accuse him of being obsessed with business metrics and regard him for his ability to “use metrics to create law firm miracles.”**

Richard’s goal is to work with as many like-minded entrepreneurial attorneys who want to take action on ideas to get real, measurable results.

If you are looking for someone who believes in doing things right, having full accountability and backs it up with action that actually gets results you should learn more about Richard and start working towards what you’re really after...your freedom.

If you’re looking to develop a law practice that supports your lifestyle rather than completely undermining it, you have come to the right place.

**RICHARD JAMES**

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