

# RICHARDJAMES

## TESTIMONIALS

"Working with Rich and figuring out our leads and how to manage our leads has been critical to what we do. In the past, when I wanted to do more business, I would go out and spend more money on advertising. It took Rich to help me realize that I don't need more leads, but that I need to do a better job of managing the leads I have. Rich's systems that we have implemented at our firm, mainly with our outbound call center has been instrumental in the growth of our practice."

*Attorney James Miller  
Miller and Miller Law Firm  
Bankruptcy - Wisconsin*

"One of the great things that Rich taught me with regard to lead conversion is that I need to have a system in place to measure the conversion of leads. Before meeting Rich I didn't realize what conversion meant. And Rich has showed me how to put systems in place to help me track my leads, down to the source that those leads came from, how to determine what those leads cost me and where I should put my marketing dollars."

*Elliott H. Stone  
California Consumer Law Center  
Bankruptcy and Student Loan Law - California*

I have learned a lot. When I first started with Rich, the first month we tracked our lead conversion and how many closes we had and we found our conversion was 18 or 20%. It was really low. If you would have asked me before we were tracking that, I would have said about 80 percent of the people who walked through that door were going to sign up with me. He taught me that I really need to know what's happening in my firm. Using that information and using those numbers, I have been able to teach my staff how to better close, how to better get people through the door and ultimately that rate has increased to about 50%!"

*Attorney Theron D. Morrison  
Law Office of Theron D. Morrison  
Bankruptcy - Utah*

"The key to my success is paying detailed attention to outbound calls. This is the first time for the people to hear the voice of the law firm. And when you build the trustful relationship with the prospect, you have to be successful. Without Rich I would never be where I am right now nor would I have the success I have. Hire Rich, your life will be so much easier!"

*Attorney Maria Jones,  
Maria Jones Law Firm  
Immigration Law - Arizona*

"Richard James' program forces you to look at your business."

*Attorney Jerome Teel  
Tennessee Law Firm  
Bankruptcy Law - Tennessee*

"Richard is a passionate professional. The man is innovative and his people share his vision. We are honored to work with him."

*Attorney Ahmad Sulaiman  
Sulaiman Law Group  
Bankruptcy Law - Illinois*

To set up an interview with Richard James, or for more information, please contact:  
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