

# Double Your Revenue in 2014

## Group Training Overview



Lori Williams,  
Co-Facilitator



John Lankford,  
Co-Facilitator

### Who is this Program Designed for?

*Professional Service Providers and Business Owners  
From start up to \$1 million in annual gross revenue.*

- Each participant will be working on a plan **customized** specifically **for their business**.
- Meetings will take place in groups of no more than 10 people. 2014 session dates are: **March 20th, April 3rd, April 17th, May 1st, May 15th, and May 29th.**
- Meetings start promptly at **8 am** and end at **10 am** each session. See other flyer for topics and location details.
- Meetings will be facilitated by two experts. See bios on the next page. The information will be **fast paced, powerful, and content-rich.**
- Group members will have the opportunity to share **successes/wins** and ask questions during each session.
- Each participant will complete a **90-Day Plan, a Referral Marketing Plan, Weekly Action Plans, and a Monthly Financial Scorecard.**
- **Accountability:** Each participant will email their weekly action plan to both facilitators by Monday at noon while in the program or they will not be able to participate in the next scheduled meeting.

This program is a **three month** investment and **commitment (no exceptions).**

**Program Fee:**  
Three easy payments of \$500  
by the 1st of each month  
(March - May).

Checks should be  
made payable to:  
**Your Legal Resource PLLC**  
PO Box 1552  
Birmingham, MI 48012-1552

**Questions?**  
Call Lori Williams at  
248-594-4470 or  
John Lankford at (888) 730-  
1950, ext 2.

### **Special Offer:**

Participants who sign up by **2/7/14** will receive a private one hour 1-1 coaching session with one of the facilitators between Session 5 and 6, or after Session 6.

# Bios of Program Co-Facilitators



## Lori T. Williams Owner/Managing Attorney

*"Lori Williams has been an invaluable contact and resource for me as I pursue my own business as an employment law arbitrator. She is skilled and knowledgeable and thinks of ways to do things that I never would have thought of. I highly recommend Lori to anyone in the legal field who seeks to increase or develop their business. She is the consummate professional and knows what she's doing, and is worth every dime!"* – Lisa Lane, Attorney

*"Thank you again for hosting your 'Cocktails and Connections' networking event. It was remarkable the amount of work and detail that you put into it and it was by far the best networking event I have ever been to. You ensured your guests met people that they had the best fit with, both business wise and from a personality standpoint. I look forward to receiving your newsletters and attending more of your events!"*  
– Shannon Maloney, CEBS, AIF, Financial Services

*"Lori introduced me to the world of focused networking with other professionals in different fields who wanted to know a criminal defense/immigration attorney, like myself. She can make this type of connection for almost any professional, no matter what area of law or field of business. Lori is well-connected and one of her introductions has already resulted in a significant increase in my business. Lori is easy to work with and she knows what she is doing. She is prepared and listens well. I am fortunate to have met her and had the opportunity to work with her. I will also continue to attend her events because I always meet someone interesting there."* – J. Dallo, Attorney

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Lori T. Williams is a 25 year attorney and owner of a legal referral service and law firm consulting business called Your Legal Resource, PLLC. She connects the right client with the right attorney in all areas of law throughout Metro Detroit. She also consults with solo practice and small firm attorneys and other professionals on how to generate more business through effective branding, marketing, networking and strategic partnerships. For more information, visit: [www.bestlegalresource.com](http://www.bestlegalresource.com).

Questions? Call Lori at 248-594-4470, or email her at: [lori@bestlegalresource.com](mailto:lori@bestlegalresource.com).



## John Lankford, CEO

*"John Lankford's Marketing Keys and Sales System were truly impactful for our law firm. He encouraged efficiency by focusing our efforts on the most effective strategies. The actionable marketing system drove more qualified leads of clients seeking what we do best at our firm. John's marketing and sales system stretched me in directions I did not expect, yet which were authentic and comfortable for me."*

– Jeff Redmon, Founder, Redmon Law Chartered

*"This sales process workshop opened my eyes to what we need to do as a company to be better at converting our leads to sales. It will have to start with me."* – Bill D., President

*"WE ARE DOING SUPER! EVEN IN THIS ECONOMY! For our first quarter we are up 37.5 % over last year, and at the end of June we are up 20% for year to date figures over last year this time (20% was our goal). I believe it is due to our organization and implementation of our systems! Also, Tom and I were able to take off 5 weeks this summer and the office ran great without us and the money kept flowing! It went so well that we are thinking of taking off 6 weeks next summer and going on the train ride and the cruise to Alaska."*

– CEO Estate Planning LaDonna. C.

*"After working with John it has been a fantastic year. My gross revenue went up 41% and my personal income is up 76%, in large part because of my increased focus on accountability and time management. The following year the location margin (revenue minus expenses) in my office was up 2699%. The economy has NOT affected my business. I have learned a great deal about how powerful systems are in my lead generation and sales process."* – Jennifer B., Edward Jones Financial

*"My January gross revenue dollars has increased 525% over January last year. In the first 90 days since starting coaching, my 1-1 coaching has helped be considerably more focused on writing and implementing systems, which includes the accountability for documenting staff efficiency and billable hours"* – CEO Brad B., Attorney at Law

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Results are John Lankford's passion, and he is an expert at coaching business leaders and their sales teams how to make the leap between training and applying what they've learned to the real work they do. John is a Master Certified Business Advisor with more than 25 years of experience in developing leaders in many different industries. Prior to founding Premier Development Solutions, John's career included executive positions with three Fortune 500 companies. For more information, visit: [www.premierdevelopmentsolutions.com](http://www.premierdevelopmentsolutions.com).

Questions? Call John at 888-730-1950, ext 2, or email him at: [john@premierdevelopmentsolutions.com](mailto:john@premierdevelopmentsolutions.com).