

# Overview of The Small Firm Law Practice Guide to Success



## Who is this program designed for?

- *Managing partner(s) of law firms with less than 10 attorneys, who started their practice 1-5 years ago.*
- *We also work with attorneys with more experience who feel they could use a tune-up in one or more areas below to save time and/or generate more revenue in their practice.*

## What does this program offer?

1. **A 4 part system (“Great Start Package”) or 7 part system (“All Inclusive Package”) to start and grow a successful small firm law practice.** Each program is designed to take place over the course of a year. We also offer individually priced modules (1-7), as needed.
2. **Guidance from Attorney Lori Williams as you work through the program.** Lori Williams is a licensed Michigan attorney, who owned and operated a successful solo law practice for 14 years, prior to creating Your Legal Resource in 2004.
3. **Accountability to help you reach your goals from one phase to the next.**
4. **Resources, contacts, and solutions at each step of the process.**

### **Brief Description of Modules:**

#### Module 1:

**Start-up and operational resources, time management tools, practice management tools**

After a preliminary assessment, we will provide you with the tools, tips and resources you need for a successful start-up to your law practice, including introductions to various service providers:

**Start-up and Operational Resources:**

*Your Legal Resource really shines when it comes to connecting professionals. We have an extensive network of professionals we've personally hired, or have come to know, like, and trust over several years. **Let our network assist you.***

**Time Management Tips and Tools:**

- How to effectively “time block” to fit all important events and tasks into your calendar.
- Managing email and other distractions effectively.
- Other time management issues that are identified at time of initial assessment.

**Practice Management Tips and Tools:**

- Establishing effective follow up processes.
- Delegating and prioritizing effectively.
- Handling conflict or complaints effectively.
- Suggestions for streamlining the information gathering process with clients, prospects, and referral partners.
- Create or improve methods for tracking and increasing referrals.
- Other practice management issues that are identified at time of initial assessment.

**Module 2:**

**360 Practice Assessment**

Often we can't see what is obvious to others, because we're too close to the situation. I will visit your office to observe your practices, procedures, and operations and make recommendations for improvement in the following areas:

- First impressions (how does the overall office look? Is the receptionist friendly? Am I comfortable in the lobby or conference room? Marketing materials displayed?)
- Phone demeanor
- Office culture

- Time management (scheduling practices/calendar management)
- Office practices and procedures (more in depth than in Module 1).

### **Module 3:**

#### **Networking strategies and introductions to target referral partners and service providers to create/implement your initial marketing strategy**

In this session, we will cover:

- How to network (Adjusting your views and practices of networking/creating strategies that work)
- Your 30 second commercials for different groups/contacts
- Where to network
- Who to network with
- How to identify your target/ideal referral partners

After the session, I will provide you a memo with:

- Introductions to your target referral partners
- Recommendations to service providers, as needed.

### **Module 4:**

#### **Marketing Review and Recommendations to gain exposure and reach your target client**

I will review your website, business cards, brochures, newsletters, blogs prior to our meeting. During the meeting we will discuss your overall marketing strategy. I will provide you with written recommendations and additional resources, as needed, after our meeting.

### **Module 5:**

#### **Creating strategic partnerships**

In this brainstorming session, we will examine your existing and ideal referral relationships and/or client relationships and strategize how best to develop and strengthen them. I'll help you take your relationships to the next level.

## **Module 6:**

### **360 networking assessment**

This Module involves 3 separate meetings with me. I will meet with you to discuss networking strategies, help you overcome networking challenges before event, and set goals for the event. I will attend a networking event with you, and observe your networking practices. Then we will meet a day or two after the event to debrief, and I will make recommendations for improvement in the following areas, as needed:

- your preparation before the event
- your engagement with others during the event
- your effectiveness in achieving your goals at the event
- your strategy for follow up after the event.

## **Module 7:**

### **Co-create a networking event or lunch and learn**

I will assist you in co-creating a 2 hour wine tasting networking event or a 90 minute Lunch and Learn event. These have been signature events of mine, which are well attended and the guests provide excellent feedback about the event. I will help you plan it and will promote it to the portion of my network that fits your target market, as well as using social media. The above fee is for my services only. Any food, beverage, facility costs, or incidental expenses will be your responsibility, or we can charge admission to the event to offset your costs. We would promote the event with you as the event sponsor, or the featured speaker, depending on the type of event we plan.

**\*Individual and Package Pricing Available for all 7 modules\***

To discuss your needs and pricing options, contact Attorney Lori T. Williams, Owner/Managing Attorney of Your Legal Resource, PLLC at 248-594-4470 or by email at [lori@bestlegalresource.com](mailto:lori@bestlegalresource.com). For more information about our services, visit: [www.bestlegalresource.com](http://www.bestlegalresource.com)