

Confessions of a law firm owner...

3 DEVASTATING WAYS TO BLEED YOUR LAW FIRM DRY...

And a Proven Path to Increase Your Profit!

Contrary to the belief of many...

Law firms are not printing presses of money. (Preaching to the choir, I know.)

Sure, if you ask the average American, he or she would think that opening a law firm is a surefire ticket to wealth and prosperity. And, frankly, you find that belief pervasive inside our profession. Attorneys often look around and think, "Once I own the place, I'll be rolling in cash."

The real truth, however, can be tough...

But it's nothing compared to the slap-in-the-face reality of a balance sheet. Especially one with a looming negative number in the "net profit" section.

I know full well that businesses can operate with a negative net profit for a while. You can float some debt, strategically use lines of credit, etc. Other businesses get the advantage of raising capital. We - you and I - are law firm owners. Only licensed attorneys can put money into practices (at least that's true among those of us who abide the rules of the profession).

All of this simply means, law firm owners must be more disciplined than others in managing money.

Otherwise... well, I know far too many good attorneys who were bled dry by balance sheets that were so close to working out... but never quite made it to the point of profit. Eventually, they toss in the towel. It's not a happy moment. So, how do we prevent this?

And, even more importantly...

How do you turn financial lemons into money-making lemonade?

There are number of quotes surrounding one big concept: Within adversity, there is opportunity.

Some people reference the silver lining.

Others go with "when one door closes, another opens."

But I prefer blunt language. You and I, as law firm owners, face ADVERSITY. It's a fact of life. The more you embrace, the better off you will be. After all, most people run away from adversity. They seek shelter. As such, they lead average lives, at best. If you do what everyone else does, you mathematically end up in the middle. That is of no interest to me.

Few are willing to look adversity in the eye and accept it.

Accept the risks and rewards, the pain and elation.

You did that when you opened your law firm; however, you may find yourself straying toward safe choices now - toward comfort. And I get it, because I have been there. After all, I have a family to feed.

My desire to not just feed my family but be prosperous is why whenever I encounter a setback, I try to see the opportunity.

In firing employees, there is the opportunity to hire someone even better.

Unpredictable revenue can force you to get better at managing finances.

Being confronted with marketing data you don't like gives you the chance to pivot to something that actually works. **As the coach to hundreds of small law firms and a law firm owner/operator myself, I know three forms of adversity faced by nearly every law firm - whether it is today or tomorrow.** And I'm not going to stall any longer...

Major Warnings for Every Law Firm Owner

CAUTION: This section may make you feel uncomfortable. It is a like a bucket of cold water tossed at your face. It will wake you up, but if you're not ready for it, you may find yourself shocked and gasping for air...

Warning #1: Overstaffing/Problem Employees

Ever heard the term "eat the frog?" Mark Twain once said "If it's your job to eat a frog, it's best to do it first thing in the morning. And if it's your job to eat two frogs, it's best to eat the biggest one first."

Well, we're starting with the frog. This is the toughest one to swallow.

It's hard to look around your office with clinical clarity about who is necessary and who isn't, but the truth is that many law firms have some form of bloat in personnel. You may have too many people employed. This weakens your profitability. It also generates a culture of "do less, not more." After all, if people see that others can get away with not doing as much, they will sink to that level. (A few will always be excellent, superstar employees, but they are rare.)

I know of a criminal defense practice grossing over \$1 million per year... but the owner brings home a scant \$62,000. Why? He employees 12 full-time staff in the practice. Every one of them needs to take home their own salary. Add payroll taxes, benefits, and all of the actual operations costs on top of it, and there's not much left for the guy who is taking on all of the risk.

He's far from the only one experiencing this problem.

Often, bloat occurs when you hire a new person to cover for a bad employee.

Someone isn't really living up to your expectations, but you are hesitant to fire that individual. Instead, you decide to patch it over by hiring someone else to fill in the gaps. Now you have two people doing one job... you don't need an MBA to realize that's a bad business decision.

Discipline about your staffing isn't always easy.

And it's made much harder when you are stressed about simply bringing in the next client. I remember when I had three additional attorneys on staff with only enough clients to support one, maybe one and a half... I barely slept and constantly wondered when everything was going to come crashing down around me.

The core problem was my inability to get more and better clients. I had to first take a look at my marketing. And I'll be honest, at that time, it stunk...

Warning #2: Bad Marketing

You can't afford to waste marketing dollars. Simple statement, yes. Unfortunately, it is rarely observed.

Many marketing campaigns are launched just because it sounds like a good idea. That's not the same as *"is a good idea."*

How many attorneys launched Twitter accounts between 2009 and 2012 hoping it would be the next big thing, despite the persistent warnings that it wasn't the right place to spend your time and energy? What percentage of print advertisements are in publications without any real thought into the audience demographics or actual response mechanism on the ad? It's not good news...

I hear some "gurus" are still pitching link-building strategies from 2007. They were dangerous scheme capable of ruining websites then and are **only more dangerous now** - Google frowns even deeper on such gimmicks.

So, why do attorneys chase these bad ideas? Probably because it's easy. You pay someone to handle the grunt work, and you hopefully just get new clients...

Of course, it's not that easy.

Most marketing pitches are simply opportunistic. There is a cool new technology that is easily sold... a social media deal seemingly too good to pass up... geo-fencing for Google Ads sounds tantalizing... a radio advertiser wants to give you a million "impressions" on the website when you buy a package of 30-second spots...

You need to evaluate your marketing with a critical eye.

Even better, get someone else's opinion. (And yes, my team regularly advises our members on advertising opportunities. We regularly save our members from committing to thousands of dollars in wasted spending, giving them an instant return on their membership.)

Warning #3: Not Obeying Data

Want to solve the "bad marketing problem" for good?

Watch the numbers and remain subservient to them. Every great marketer needs to know his or her numbers. You can't get away with sloppy, haphazard attempts at generating new clients. Past the marketing data, you need to know the value of a new client and the cost of acquiring that client. This may be data you build toward, but

begin with the new client value, so you can at least monitor the ups and downs of your revenue.

Another data point to consider: How long does it take to process a case/claim/file?

You may find missed opportunities for efficiency that are worth tens of thousands of dollars. In my own law firm, we increased profit in one practice area by a wide margin with one simple change in employee responsibilities.

Your life is made much, much easier when you can “manage by the numbers.” You’ve heard all sorts of terms for it. In my law firm, we monitor Key Performance Indicators (KPIs). I can just look at the numbers and identify where the profit is missing...

INCREASING PROFITS: We Can Add More Cases at Lower Costs to Your Practice, Starting Today...

You know the importance of great marketing capable of attracting high-value clients through a regular, repeatable system. It is the elemental process to scaling up your practice and improving your personal income. And, as you can imagine, the gap between idea and implementation is where the real money is made. There are plenty of *good ideas*. It’s the *getting it done* that makes a difference.

I’m ready to build the bridge for you between idea and implementation.

However...

I’m not going to simply do it for you (which only leaves you at the mercy of yet another service provider).

We’re going to do it TOGETHER.

I will gladly show you exactly what to do and teach you how to do it. And, if you need someone to handle part or all of the dirty work, **I keep a tight list of preferred service providers who will gladly step up and help.**

In case it isn’t abundantly clear, my objective is to find the Do-ers - the **entrepreneurial attorneys who want to BUILD... to develop and construct.**

Is that you?

Are you a BUILDER?

All great builders work from a meticulous plan. They know the materials they need and where the pieces fit. However, without the initial plan, you build blindly.

Imagine constructing a house only with general “guidelines” – just some good ideas you heard from a few friends. You start with a foundation, but you’re not sure exactly how big to make it. Will there be a porch or patio? The framing is constructed in a patchwork style. First, you erect the walls for the kitchen, then the family room. Next up, a living room. Did you want a dining room as well, but now you’re out of space because the family room ended up way bigger than expected?

Unguided construction gets out of hand quickly.

You need to operate from a plan.

Fortunately, I know mine works, and it has helped well over a thousand other law firms improve their marketing. It has righted sinking ships, added double- and triple-digit growth to already successful practices, and eliminated major stress points for owners.

Want to “steal” my marketing blueprint for mere pennies on the dollar... and finally have a law firm that magnetically attracts your perfect client?

I currently run a law firm (BenGlassLaw) where I only sit down with the clients I really want. Our lead quality is extremely high. Everything I teach, I am doing right now and happily showing my members how to do it themselves. These members are constructing high-profit practices across the country by knowing exactly who they want to serve as clients.

My personal blueprint to developing a **Perfect Client magnet for your practice** is available and waiting for you. It’s the first thing I send when you become a member. It’s known as my *Power Tools to Becoming a Hero to Your Family and Icon in Your Community*.

If you want more high-value clients faster than ever before, you’re going to LOVE one of my Big Bonuses included in *Power Tools*.

It is my “**Ultimate Referral Letter.**” I think this one template (it’s entirely written for you) has generated more referrals for law firms than just about any other program out there. This potent program walks you through the exact steps to take. It shows you how to select your referral source targets, set up the letter (again, it’s written for you, so you just copy and paste the text with your name on it), and get it out the door with the correct envelope and formatting – yes, these details matter, and it is a mailed letter, not some cheap email template.

Of course, this is only the beginning...

You’re not getting cheap tactics with Great Legal Marketing. You get a complete, detailed PRACTICE MARKETING BLUEPRINT.

You will tap into a new way to think about marketing. Pivot away from the traditional “call me now” tactics and develop your authority position. Focus exclusively on attracting the perfect clients for your practice and develop pipelines of new prospects using lead generation strategies with over a century of proven results. (I’m not kidding.

For \$279, *Power Tools for Becoming a Hero to Your Family and Icon in Your Community* includes hundreds of pages of instruction, templates, how-to guides, and marketing campaigns for solo and small law firms...

→ You **get my market-leading Referral Letter for a quick influx of new clients** and referral partners...

→ Launch a potent New Client Magnet – **my secret weapon to creating authority and affinity with prospects**, leading potential clients to sell me on their cases, rather than me doing any kind of selling (I hate the hard closes and grimy tactics of normal sales)...

→ See how to “**cash in quick**” on the only valuable areas left with Internet Marketing before these opportunities dry up...

→ **Get the insider info on my favorite vendors** for help in launching any part of your marketing that requires outside help (**this may be worth \$25,000 on its own considering the money you will save by working with higher-class providers**)...

→ And launch an ongoing growth plan that focuses on your ideal lifestyle (**I’ll show you how to make actual profit and not just revenue that is chewed up by endless overhead expenses**)!

I could go on, but here’s the rest of the deal:

Your investment in *Power Tools* kickstarts your membership with Great Legal Marketing at the Gold Marketers level... and the first month is free!

I’m not going to make you commit to any long-term contract, but you will get the full benefits the moment you begin.

You DO get instant access to a private membership portal. This space includes online versions of *Power Tools* and all the bonuses (don’t worry, I ship you a complete physical copy of the materials, as well), plus a \$10,000 archive of high-caliber marketing strategies, tactics, and campaigns!

You DO receive direct access to my team via email to get your marketing questions answered. Want a campaign reviewed before you launch it? We review it. Need advice on your website? Just ask, and we’ll help.

You **DO** get to work directly from my FAST START CHECKLISTS which reward you with cash and other prizes for taking action! Yes, I will literally pay you to implement my program. Why would I do that? Honestly, because you'll end up being a member for a long, long time once you see the results!

You **DO** receive a brand-new edition every month of *The Ben Glass Letter* and *The GLM Advisor*, two resources no solo or small law firm owner should go without. These two private publications are like getting a \$2,500 consultation every month from a group of leading business growth experts, but you're paying less than 10% that cost (plus getting all the other benefits of membership).

And you **DO** get to be part of a marketing-focused teleseminar held every month for members. Each session brings a new tactic, strategy, and/or campaign for you to use in your law firm. You can join in live or listen to the recording, which is conveniently put up at your membership site the next day and shipped to you as a CD (many members love having a stack of materials to listen to while driving – they are forever learners).

All of those benefits are yours as long as you remain a member, which is the small monthly investment of \$197 to keep the guidance and information heading your way. Plus, don't forget to use my team to advise you on your next marketing project! We have experience in every practice area and all sorts of budget ranges.

You are at the decision point.

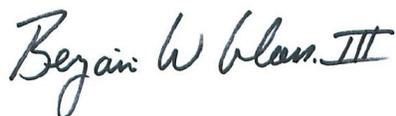
Your great transformation starts with your investment in *Power Tools to Becoming a Hero to Your Family and Icon in Your Community...*

This will separate you FOREVER from the manipulations of Google, Facebook, and all the other online overlords. If you're ready to reject the status quo of pumping endless dollars into the latest marketing scam, this is your way out. You will be back on solid ground with a real vision for a bright, prosperous future *of your design and desire*.

Get it all started here:

www.PracticePowerTools.com

Your Friend in Success,

A handwritten signature in cursive script that reads "Ben Glass".

Ben Glass

P.S. What you get is focused on IMPLEMENTATION. There is a good deal of teaching being done in *Power Tools*, but the system ships to you with templates and very specific

instructions on what to do. There isn't a bunch of guesswork or "what do I do next." You know exactly what to do and where to go. This system has solved huge problems for all sorts of law firms. I know how to make life easier for my fellow solo and small firm lawyers. You're next...

P.P.S. If you want more proof, I crammed several testimonials down below from actual members of Great Legal Marketing. They're the real proof of what this system can do for you!

"I have moved from a 600 sq ft office... to now a 1,650 sq ft office. **Business has exploded**, growing from \$155,000 to \$575,000 last year. We are on track to do over \$800,000 for this year."

- Lee Berlin (Tulsa, OK / Criminal Defense)

"My wife and I have financial security and are planning to purchase a vacation home in the next two years. **Since 2014, my gross revenues have more than tripled!** I am an entrepreneur lawyer running my own firm, controlling my own destiny, and we are flourishing."

- Max Meyers (Kirkland, WA / Personal Injury)

"**Our gross revenue for January-March 2017 is 148% compared to the same time frame last year**, and our April cash flow is already projected at almost our goal based upon meetings already scheduled - and the month hasn't even started yet!"

- Jackie Bedard (Cary, NC / Family Law, Estate Planning)

"We've grown from a one-attorney law firm based in a tiny rural town to a multi-office law firm... and **our law firm revenues have grown 75% each year** from 2012-2016!"

- Scott Swier (Sioux Falls, SD / Estate Planning, Education Law, Others)

"**Revenue increased 60% while working less than ever before!**"

- Wayne Holcomb (Yorktown, VA / Family Law, Criminal Defense)

"Implementing GLM principles has provided a lot of opportunities for my family. I take time off whenever I want to go do things with my kids; I never miss important school events; and I am always home for family dinner. In fact, I just **booked our family vacation for this summer: a 7-night Caribbean cruise!**"

- Stacey Barrus (San Antonio, TX / Personal Injury)

"**My year-to-date revenue went up 41% over the previous year!**"

- Joel Beck (Lawrenceville, GA / Business Law, Estate Planning)

Start your path to success and practice growth here:

www.PracticePowerTools.com