



Five Effective and Ethical Ways to Begin Developing Business for Your Law Practice

This course is about time management and business planning. It also includes strategies on developing a marketing plan, developing an infomercial, and qualifying for coffee meetings. There is also information about networking basics and networking events.





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Disclaimer: The views expressed herein are not a legal opinion. Every fact situation is different and the reader is encouraged to seek legal advice for their particular situation.

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About the Presenter

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Driven and committed to help attorneys grow their law practice, Steve Fretzin is the premiere author, business coach and key-note speaker in the legal industry. He has helped hundreds of attorneys to make equity partner, overshoot their yearly goals or double their book of business within a year's time through his proprietary coaching and training methodologies.

Steve lives in the Chicagoland area with his wife, son and dog Rocky. His goal in business and in life is to help others achieve their dreams of financial success and personal independence.

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Course Description

Course Presentation

This course provides an intellectual foundation and introduce a set of learning skills essential for success in the legal profession and for life beyond. The course will provide opportunities for careful reading, for creative and critical thinking, for oral and written communication, and for engaging with others in a shared conversation about stimulating material.

Course Material

This material is intended to be a guide in general and is not legal advice. If you have any specific question regarding the state of the law in any particular jurisdiction, we recommend that you seek legal guidance relating to your particular fact situation.

The course materials will provide the attendee with the knowledge and tools necessary to identify the current legal trends with respect to these issues. The course materials are designed to provide the attendee with current law, impending issues and future trends that can be applied in practical situations.



Course Learning Objectives and Outcomes

Upon completion of the course, participants should be able to apply the course material; improve their ability to research, plan, synthesize a variety of sources from authentic materials, draw conclusions; and demonstrate an understanding of the theme and concepts of the course by applying them in their professional lives.



Timed Agenda:

| Time | Description |
|---------|---|
| 0:00:00 | Program Start |
| 0:00:24 | Introduction to Growing Your Law Practice |
| 0:04:57 | Time Management |
| 0:06:59 | 4D's |
| 0:11:41 | Priorities and On-hold Lists |
| 0:13:06 | Using Your Calendar |
| 0:15:33 | Track Your Time |
| 0:18:01 | Developing a Marketing Plan |
| 0:20:12 | Objective |
| 0:23:21 | Strategies and Tactics |
| 0:26:28 | Use a Tracking System |
| 0:27:57 | Networking Basics |
| 0:28:55 | Where are your Prospective Clients? |
| 0:31:03 | Where are your Strategic Partner? |
| 0:35:05 | Types of Networking Groups |
| 0:36:53 | Developing an Infomercial |
| 0:37:39 | Infomercial |
| 0:53:22 | Networking Events |
| 0:54:53 | Research |
| 1:01:05 | Best Questions to Ask |
| 1:07:44 | Qualifying for Coffee Meeting |
| 1:10:20 | Types of Networkers |
| 1:13:21 | TLEND |
| 1:17:35 | Program End |

Course Material

Time management and business planning

Time management:

1. David Allen-Getting things done
 - 4 D's
2. Priorities and on-hold lists (Rocks story)
3. Track your time? (Aaron's story)
4. Using your calendar

Developing a marketing plan:

1. Who are your prospective clients and strategic partners?
2. Objective, strategies and tactics
3. Use a tracking system to ensure success and constant improvement

Networking basics:

1. What do you have to work with?
 - Existing clients or developing a new network.
 - Low hanging fruit-apple picking example)
2. Where are your prospective clients and strategic partners? Research.
Talk to people
3. Types of networking groups/events: Business, social and hearts passion

Developing an infomercial

1. Why?
2. How-4 steps
3. Example (me and a lawyer)



Networking events:

1. Research before you go. Talk to the head person. Qualify!
2. Working the room-Small versus large rooms -NLP
3. Get them talking first- Best questions to ask:
 - Are you new to this group?
 - What type of business are you in?
 - What do you love about your business or industry?
 - What type of challenges to you have at work?
 - What should I be listening for in a good referral for you?
4. Qualify A, B, C and have a next step.

Qualifying for coffee meetings:

1. Types of networkers -Takers, True givers and Apparent givers.
2. TLEND
3. Time is \$, so disqualify all that you can. (based on availability)



Resources

Resources Specific to this Course

In addition, please see the resources cited within the material.

Resources for the Legal Professional

ABA Center for Professional Responsibility - www.abanet.org/cpr

Chicago Bar Association - www.chicagobar.org

Commission on Professionalism - www.2civility.org

Judicial Inquiry Board - <http://www.illinois.gov/jib>

Illinois Board of Admissions to the Bar - www.ilbaradmissions.org

Illinois Department of Financial and Professional Regulation - www.idfpr.com/default.asp

Illinois Lawyers' Assistance Program, Inc - www.illinoislap.org

Illinois State Bar Association - www.isba.org

Illinois Supreme Court - www.state.il.us/court

Lawyers Trust Fund of Illinois - www.ltf.org

MCLE Program - www.mcleboard.org

