

# MODULE 1

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NEW LAW  
BUSINESS  
MODEL

## DISCOVERING THE TRUTH: WHAT DO YOU REALLY, REALLY REALLY, REALLY WANT?

**Welcome, and congratulations!** You have taken the first step towards creating a life where you're building a law practice you love that loves you back, and where you get to work with clients you love to serve, in a way that you love to serve them, and they happily pay you exactly what you need, without you sacrificing your life. Sound too good to be true? It's not. This is exactly what life is like for our member lawyers, and they have all gone through this process.

Why? Because CLARITY, which is what we are delivering to you through this part of the Money Map process, is the key to achieving all of your dreams in life.

**When you know what you want, you can create it.** When you don't know what you want, you are wasting your energy on confusion, mind-spin, and uncertainty. From there, fear and doubt will take over, and it's very difficult to create anything from that space.

Remember this throughout our journey together ... we all have 4 types of resources: *Time, Energy, Attention* and *Money* (we call these your TEAM resources), and out of all 4 of those the only renewable and infinitely available resource is Money. Time, Energy and Attention (which include your relationships) are non-renewable. Once they are spent, they are gone.

Money is infinitely renewable, once you know how to access it. And when you use your Time, Energy and Attention in right relationship (and get into CLARITY!), Money is actually quite easy to create.

As you venture on this journey, you're likely going to want support and to connect with other lawyers who are on the same path. You can receive coaching, support and connect with a community of other awesome lawyers like you at [www.newLawBusinessModel.com/awesomelawyers](http://www.newlawBusinessModel.com/awesomelawyers) anytime you want or need. We can't wait to see you there.

**So, let's get you clarity, okay?**



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In Module 1 you will begin to discover what you really, really, really, REALLY want. And I say *begin* because as you use the Money Map and achieve more and more of your goals, your ability to dream and discover what you want will grow. Just like exercise grows your physical muscles, by exercising your “clarity” and “wanting” muscles, you will grow your creative abilities for mapping the life you want in ways you didn’t even know were possible.

What’s the most common limitation people experience in Module 1 of the Money Map as we dive into discovering what you really want? Answer: it’s the ways we have habitually come to think about things and how they work, what we do or don’t believe is even possible; or put another way, what you may have never taken the time to even wonder or dream about.

**So, please, the greatest gift you can give yourself as you go through Module 1 is the space and permission to dream, discover, admit, and acknowledge what you really want.**

If you need to find somewhere where you will be undisturbed so you can honor the desires that arise and write them down, do that. Give yourself an hour of undisturbed time. Block it on your calendar, go to a coffee shop or lock your office door, and dare to dream into the possibilities here.

This is about unconditional radical honesty. With yourself. And, you deserve it.

So find your private spot and give yourself permission to really feel into what you would want at each dimension, and in each of these life and business categories.

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**“THE FIRST STEP TO HAVING WHAT YOU WANT IS FULLY ADMITTING WHAT YOU WANT AND ALLOWING YOURSELF TO FEEL IT ALL THE WAY THROUGH.” - ALEXIS NEELY**

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**So, let’s get started.** But first, take a moment to breathe, get centered, and drop in, so that you can answer the following questions from your highest, truest Self.



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Begin to *feel* into these things — **what makes you feel most like you?**

Living Space \_\_\_\_\_

Clothing \_\_\_\_\_

People \_\_\_\_\_

Transportation \_\_\_\_\_

Places \_\_\_\_\_

Events \_\_\_\_\_

Food \_\_\_\_\_

Inner Work \_\_\_\_\_

Outer Work \_\_\_\_\_

Self Care \_\_\_\_\_

Heart Projects \_\_\_\_\_

Many people are completely disconnected from what I'm asking you to feel into now for yourself. We limit what we want by what we think is possible. It's time for you to stop doing that.

Module 1 is all about giving yourself permission to dream, to rediscover what you can want and what you do want, when you create the space for yourself to be able to acknowledge it. Ask, as Howard Thurman says ... **"What makes you come alive?"**

And, if you can answer these questions for yourself right now because you know yourself and what you want, I encourage you to develop and refine the ability to continue to dream and set goals — turn it into an art form. *Have fun!*



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What do you think? Why is acknowledging what you want so important?

- You can't get what you want until you know what you want
  - You will continue to find ways to sabotage yourself if you don't allow yourself the clarity of knowing what you want
  - You will not offer your Great Work in the world with full passion unless you are doing something you really want to do and believe in
  - You won't be truly and deeply fulfilled or happy unless you do
  - All of the above
- 

Now, you're going to start describing and feeling into more of what you want as it relates to different categories of lifestyle and revenue-generating activities. Again, in this module, **we are focusing just on what you truly desire and what that looks and feels like at four different dimensions.** We are focusing on the life and law practice that will support you to be the very best you and of highest service in the world.

Let go of any constraints you would put around that in terms of how you would actually do these things or how much it would cost to do so. (And don't worry, we promise we'll get to that later.)

Don't worry at all about the numbers, or even what's possible (in fact if you find your mind asking the question "how," let it know you'll come back to that later), and simply allow yourself to write whatever comes out about what you want in each category at each of the four dimensions.

So now, just get present to what your life would look and feel like in four different dimensions for each category and begin to describe it in writing, in as much detail as you can.




And, if you prefer to do this online, go register at <http://www.moneymaptool.com> and you can use the online tool we've created. When you register and login, you'll get to the first screen and it will look like this and you'll click on the little character that is pointed out in red below to open a window where you can type and save your answers:



If you get stuck, be sure to contact me so I can help you. As a Money Map Master, I have specialized training to help you get into right relationship with time, money and how you get paid.

Email [support@eyeswideopenlife.com](mailto:support@eyeswideopenlife.com) for support options.

#### Enter Monthly Amounts For Each Category:

Please note: next to each category is a comment field. Just click on this little guy  to open it and that's where you can and should write in your description of what each of these amounts represents so that as you revisit this tool every few months and update your Money Map, you will be able to remember what you factored in as your desire and how much value you've identified you would love to have for it.

#### Living Space (Location and Type of home)

Comments:

Min to Be Happy: 3 bedroom townhouse, Of Service: 5 bedroom house (room for Todd and Nena) + room for office for me, Preferred: with a Pool + Separate Studio Space for video set up and such No Limits: multiple homes around the world, paid off! Now: 5 bedroom house (room for Todd and Nena)

Minimum (\$)  of Service (\$)  Preferred (\$)  No Limits (\$)  Now (\$)

(By the way, you might notice that the tool has a category called "no limits." We've recently removed that from the Money Map process (but not the tool quite yet) since, well, there are limits. So feel free to ignore that, or if you'd like to feel into your life and income at no limits, by all means go for it!)

But, remember, **you aren't inputting any \$\$ amounts yet.** This is dreaming into what you want time, first. You'll get to the actual numbers in the next module. Focusing on the numbers now is likely to derail your process. If you know yourself, and it does not, you can put numbers in now, but for many people thinking about the numbers will derail you, so just dream into WHAT you want, not what it will cost for you to have it ... yet.

And, remember, you are dreaming at four dimensions, which are:

1. **Minimum to be happy**
2. **Minimum to be of service**
3. **Preferred if you could afford it**
4. **Now**



## LIVING SPACE

*This refers to your rent, or your mortgage, insurance and home property taxes. What kind of house or apartment do you want to be living in, and where? Paint the picture.*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

## HOME MAINTENANCE EXPENSES

*This includes all of your basic utilities such as heat and electric, as well as home repairs.*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**



## GROCERIES

*This refers to the food that you have in your house. Where does it come from and what does it look like?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

## EATING OUT AT RESTAURANTS

*What does your life look like in terms of eating out? Where would you go and how often? And, how much of that would be business v. personal? (Remember, business meals are 50% deductible against your income for tax purposes)*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**



## CABLE/SATELLITE

What kind of internet, cable, satellite TV, premium channels, etc. do you want in your life? Think Netflix, Amazon Prime, Hulu, etc. Don't include here desires that relate to phones, cell phones, or other modes of communication.

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

## COMMUNICATION

What kinds of communication tools do you want? How often would you be using them? For example, cell phone, or other?

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**





## TRANSPORTATION

*How do you want to get around town? What kind of car would you drive or public transportation systems would you use? Don't worry here about travel as it relates to vacation, as we'll get to that later.*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

## PERSONAL INSURANCE

*What kind of insurance, and with what kind of coverage, do you want for your personal life, not for any income/revenue generating activities or side projects? Can include health and life insurance, etc.*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**



## MEDICAL (NOT COVERED BY INSURANCE)

*This includes medical costs such as copays, prescriptions not covered by insurance, etc. There will be a "personal care" section to follow, so if you include things like massage or acupuncture in this section, you won't need to describe them twice.*

### Minimum to be happy

### Minimum to be of service

### Preferred if you could afford it

### Now

## LIFE SUPPORT SYSTEMS

*Life support systems could include house cleaners, personal childcare providers, personal assistants, etc. This would not include any support that you employ to support your business endeavors. What kinds of these systems would you want as part of your life, and to what extent?*

### Minimum to be happy

### Minimum to be of service

### Preferred if you could afford it

### Now



## CHILDREN'S EDUCATION / CHILDCARE

Here is where you can consider the ways you will be taking care of your children during the week and/or their schooling. This does not include extracurricular activities, which will be accounted for in the following section. If you don't have children, you can leave this section blank.

### Minimum to be happy

### Minimum to be of service

### Preferred if you could afford it

### Now

## CHILDREN'S ACTIVITIES

What kinds of extracurricular activities do you want your children to be involved in (if applicable) and how often?

### Minimum to be happy

### Minimum to be of service

### Preferred if you could afford it

### Now



## SPECIAL EVENTS

*How much do you want to be spending your time and attention each month on special events? This could include events of your own (planning and throwing a party) or events for others (wedding and birthday gifts, etc). What would this look like?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

## CLOTHING

*What kinds of clothes do you want to be wearing? How often do you want to be buying new clothes?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**



## HOUSEHOLD ITEMS

*This category includes everything from cleaning supplies to furniture. What would your surroundings look like, feel like and smell like?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

## ENTERTAINMENT / RECREATION

*What do you want your life to look like and feel like as it relates to what you do for fun?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**



## REGULAR PHYSICAL EXERCISE

*How would you want to incorporate physical exercise into your life, and how often? Would there be support you'd like to employ in this area? If so, what kind(s)? For example, gym membership, personal trainer, something else?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

## SPIRITUAL WORSHIP, TITHING, CONTRIBUTIONS

*What would your spiritual life look like? What would your level of involvement and contribution be?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**



## VACATIONS & TRAVEL

*Ah yes, vacations and travel. How often would you want to be going on vacations? Where? How would you get there? How long would you stay? Who would you go with? What would you do while you were there? And, would you mix business and pleasure so that you could write off your vacations?*

### Minimum to be happy

### Minimum to be of service

### Preferred if you could afford it

### Now

## PERSONAL RELATIONSHIPS

*What do you want your personal relationships to look like? What types of relationships would you have, and how often would you see those people? This could include dating or dates with your spouse or child support payments, supporting an ex-spouse or an elderly parent.*

### Minimum to be happy

### Minimum to be of service

### Preferred if you could afford it

### Now



## PERSONAL CARE

*How do you take care of yourself? What kinds of services would you engage in, and how often?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

## GADGETS / TECHNOLOGY

*What kinds of tools, gadgets and technological devices would be incorporated into your life? How often would you be able to purchase new ones?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**





## HEART PROJECTS

*What kinds of projects would you want to bring forth into the world, even if they didn't generate any revenue for you? What would those projects look like and how much time would you be spending on them?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

## PERSONAL CONTINUING EDUCATION

*What kind of continuing education would you be involved in as it relates to your own personal development and acquiring knowledge? What form would it take and what would you be learning? How often?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**



## DEBT SERVICE

*How much debt would you be carrying personally, or how much would you want to be paying each month towards paying off your personal debt, including student loans.*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

**Now, let's look at your business investments ...**

## LAW PRACTICE STAFF

*Who would you have on your team in your law practice? ? What role(s) would those people play, and to what extent? If you need help identifying the range of possibilities here, consider reading our blog on law practice hiring strategies [here](#).*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**



## TECHNOLOGY SUPPORT

*Which technologies will you use in your office to support the easiest delivery of your services?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

## OFFICE EXPENSES

*What kinds of materials and processes would be involved in running your law office, whether it's your personal office or an office that employs thousands. What would your office look and feel like? What sorts of things would be needed to make it run in the way you desire?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**



## SALES AND MARKETING EXPENSES

*How do you want to be selling and marketing yourself and your legal services? What sorts of strategies would you use? How many others would be involved? Who would you hire to support you?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

## WEBSITE EXPENSES

*Do you want to have a website for your law practice or heart project? If so, what would that website be able to do? What would it look like?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**



## CONTINUING EDUCATION FOR INCOME/REVENUE GENERATING ACTIVITIES

*What kinds of continuing education would you be involved in as it relates to your law business? What would you be learning? How much time would you spend on this? What would the delivery of this education to you look like? This includes coaching, mentoring, CLEs and the like.*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

## BUSINESS INSURANCE

*What kinds of business insurance would you want to have in place, and what amount of coverage would be available to you?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**



## PROFESSIONAL ADVICE/ASSISTANCE

*What sort of professional advice and assistance would you be using as it relates to supporting your law business? What kinds of experts would you want to employ and to what extent? How would they be helping you? Consulting and coaching could go here, if you didn't already capture it in the Continuing Education category.*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

## COMMISSIONS (IF APPLICABLE)

*Do you want to be including affiliates and commissions as part of how you'll be getting the word out about your legal services? If you want to use this strategy, to what extent? How many affiliates would you have, and how would you be compensating them?*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**



## DIRECT PROGRAM EXPENSES

*This category refers to how much it costs to deliver your legal services. If you don't know what that is yet, that's completely fine. For example, you may use a back office drafting service, or outsource legal clerks. Write those in here.*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**

## SAVINGS

*What are you saving for specifically? In the next module, we'll get into the specific dollar amounts. Here, though, focus purely on what you are saving for at each of the four dimensions.*

**Minimum to be happy**

**Minimum to be of service**

**Preferred if you could afford it**

**Now**



## ANYTHING ELSE YOU'D LIKE TO INCLUDE

*Is there anything else you'd like to speak to as it relates to what you really, really, really, REALLY want your life to look and feel like? Don't hold anything back.*

### Minimum to be happy

### Minimum to be of service

### Preferred if you could afford it

### Now

**Congratulations!! You've just completed some of the most important work you'll ever do, getting clear about WHAT you want at the four dimensions of reality.**

Now that you know what you want, what will having that get you at each level (minimum to be happy, minimum to be of service, and preferred if you could afford it)? What will having what you described at each level allow you to do, have, or be that's even better — even more important? What do each of these levels really *feel* like to you?

### Minimum to be happy

### Minimum to be of service

### Preferred if you could afford it

### Now





Now that you really know what you want and why, what are you tolerating that is not that? What's stopping you? Why can't you have that now? What are the key missing ingredients in what you have right now? Consider these life areas:

## **YOUR RELATIONSHIPS:**

What in your current relationships feels like is missing or you want more of? What in your life as it is might be keeping you from having the relationships you really want?

### **With yourself**

### **Love relationship/significant other**

### **Children (if applicable)+**



## Family

## Friends (and Chosen Family)

## YOUR INCOME/REVENUE GENERATING ACTIVITIES:

What feels like it's currently missing in your law practice? What in your current income/revenue generating activity as it is might be keeping you from having what you really want?

## The passion and purpose you feel for what you do



## The money you're making

## The people you're working with - clients, colleagues, team members

### Okay, good job!

But not so fast — don't go changing your life or taking action yet, because the things you wrote down are the keys to the life you really want. Care for them until you understand how to use them to unlock your dreams by completing the Money Map process.

Remember, we're here to support you. If you have questions, need support, or simply want to share what's alive for you in this process (which we strongly encourage!) head on over to [www.newlawbusinessmodel.com/awesomelawyers](http://www.newlawbusinessmodel.com/awesomelawyers) to receive coaching and connect with a community of other awesome lawyers like you.

**You're on your way. Start Module 2 now.**

