New Law
BUSINESS MODEL

The 5 Shifts Our Most Successful Lawyers Make to Bring More Money & Meaning into Their Practice

Could a few key mindshifts help transform your law practice? The short answer is YES. We analyzed the past decade of NLBM-trained lawyers and looked for common traits that made them extraordinarily successful, and 5 key mindshifts emerged.

We want to share them with you so that you can get to know us a bit, and because – regardless if you become an NLBM member – you will still benefit from these teachings.

We discovered these five shifts by going back and mining the past ten years of data to find the common denominators. What we've found is that for every lawyer who has had the kind of success we hope for you as well, there have been five critical shifts that each one, including our founder, Alexis Neely, has made along the way.

But be prepared: **these five shifts are counterintuitive.** Mastery of them will take you from working too much and getting paid too little to having complete control over your schedule, serving only clients you love- and earning a consistent, high income.

Also, please know that merely reading about these five shifts is just the first step. these five shifts will take work, and it might be work you are not used to doing.

Essentially, these shifts will require you to change the way you think about life and business.

If you are willing to do the work, you'll turn your law degree into your most valuable asset, for life. Imagine looking back 5 years from now with extreme pride and gratitude, because you took action today.) Thousands of NLBM lawyers have experienced that and even expressed that. In fact, you can read what some of them have said about their NLBM experience, here.

Again, your success will depend on whether you are willing to open your mind, and leave "the old model" of doing law behind, and so therefore some of the strategies may seem counterintuitive.

The payoff for making these five shifts? Well...

- You will be able to make a real impact in your clients' lives
- You will be ensuring that online legal technology never replaces you.
- You'll have complete control over who you work with, how you serve them, and the prices you can command for your services.
- You will generate clients on demand by establishing yourself as the authority on 'life & legacy' planning in your community.
- You will be laying the foundation necessary to build your law practice to 5 figures a month, and even six figures a month if you choose - while you enjoy your life - and love practicing law again.

It’s a total life and law practice transformation. Are you ready?

If you’re open to the idea of practicing law in a new way, the next step is to choose one of the three lawyer archetypes you’d like to become. They are described here through examples of past clients:

SOLO PRACTITIONER

Rebecca is a full-time mom, part-time lawyer, and also THE go-to lawyer for families in her small community in Highland Park, New Jersey. She only works with 3-4 clients per month, at an average fee of $3500 to $4500, and with one-well trained part-time team member supporting her, Rebecca is able to bring home 6-figures a year, very part-time.

STAFFED PRACTICE

Bill lives in the small town of Destin, Florida. He used our marketing training and tools, combined with highly personalized advice from our mentors (who are NLBM-practicing lawyers and function as the “senior partner down the hall”) to become the go-to resource of his community. He has a staff of 3, works with 12-15 new clients per month, at an average fee of $3500 to $4500, and takes home approximately $200,000 - $250,000 per year with gross revenue of $650,000. Best of all? He only goes into the office 3 1/2 days a week.

SEVEN FIGURE FIRM

Vanessa joined NLBM as a new mom several years ago. She had worked in estate planning for a trust company, and then started her own firm, only to quickly realize she would not be able to build a sustainable law practice using the traditional law practice model. Today, Vanessa is omnipresent in her local community with very little marketing due to the investment she put into consistent speaking engagements in her early years. Vanessa has taken two maternity leaves + bought a building during her time with us. She serves approximately 20 clients per month with more than $100,000 per month of revenue and takes home $300,000-$400,000 per year.

Which one of these is where you are aiming to go?

No matter what, you’ll need to make these 5 shifts to get there...

Shift #1 - Operate With Complete Congruence

The 1st Shift is based on the mirror principle. It goes like this:

What you do in your personal life is going to be reflected back into your practice

The first part of this shift is best summed up by our insistence on practicing what we preach. That's why the very first thing we have all of our lawyers do is to create their own 'life & legacy plan.' This ensures that you can speak about the difference first hand to your community members and potential clients. On top of that, as you are learning to do it for yourself, you are learning to do it for your clients.

Along the same lines, if you are servicing business owners with succession plans, we guide you to set up your legal, insurance, financial and tax systems within your own practice first.

Finally, to fully embrace this shift, we offer the following questions to ponder:

- **Do you want clients who are decisive?** Then you need to be decisive in your own law practice.
- **Do you want clients who pay quickly and without hesitation?** Look at how fast you pay.
- **Do you want clients who are willing to pay a premium for your legal services?** Then feel good about investing in your training to provide those services.

It's very simple: What you *do* is what you *get*. **When you internalize this principle in your law practice (and your life), you are able to actualize what you want.**

The second part of this shift is to always, always, ALWAYS use the strategy of preeminence. If you want to have the best results in your law practice, **you must BE the very best *and provide the very best service for your clients.***

Never, ever, ever recommend something that is not in the best interests of your client; always take responsibility for their results.

What this means is that you are never selling anyone anything they do not need. Your entire strategy for educating your community and your clients is based on helping people understand what they need, and when you are the right choice, they will decide to hire you because that's truly what's best for them. This also means knowing when you are not what's best for them, and guiding them to a better solution when that's the case.

If you do this, and you are educating the right people in your community, (instead of trying to serve anyone and everyone) you will quickly become known as THE go-to lawyer for the people who are your ideal clients, and we'll cover this more in Shift #3.

Can you identify areas of your life or law practice that you manage in a way that could be incongruent with the results you desire? How are you currently handling the things in your law practice that ARE in alignment with how you want your clients to handle their life and business affairs?

Shift #2 - Leverage the "Affordability Paradox" to Command Premium Pricing and Still Be the Most Affordable Solution

Providing a service that works is far more valuable and ultimately less expensive than providing one that doesn't, for a lower initial price.

This Shift is at the core of why NLBM was founded. You see, Alexis Neely's father-in-law thought he was getting an "affordable" estate plan, which ultimately failed their family because it was never updated; his assets were not owned in the right way, and her family ended up in probate court. Ironically, she was in law school during the time, and thought that his lawyer must have committed malpractice. What she discovered was that creating legal documents for clients that do not work when people need them isn't malpractice at all. It's common practice.

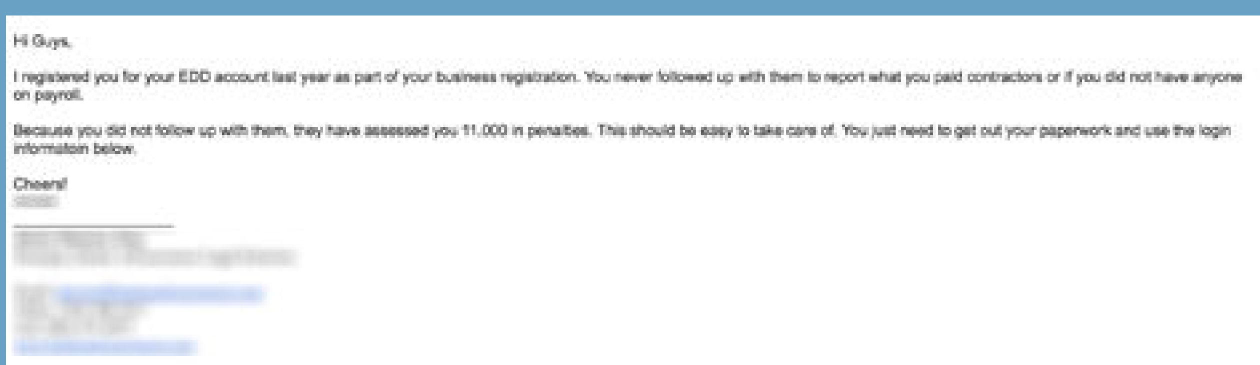
As lawyers, we all must stop trying to be the most affordable solution for your clients and because it could be costing them in the long run.

This concept also has far reaching implications when it comes to helping small businesses:

How about the lawyer who charges $1,500 to incorporate a client's business, but then doesn't make sure that business is set up for success with the proper intellectual property protection, and contracts, and insurance, financial and tax systems?

This exact situation happened to a client of Alexis's when their (now former) business lawyer set up their business entity in CA. The client hired Alexis when she was trying to figure out what she needed to do to get the $11,000 freeze placed on her account by the California EDD to be lifted.

All she got from that now former business lawyer was an email that said:



Hi Guys,

I registered you for your EDD account last year as part of your business registration. You never followed up with them to report what you paid contractors or if you did not have anyone on payroll.

Because you did not follow up with them, they have assessed you 11,000 in penalties. This should be easy to take care of. You just need to get out your paperwork and use the login informatoin below.

Cheers!

"This should be easy to take care of," says the lawyer to the entrepreneurial client who has no idea how to communicate with the EDD, and no time to do it. *Isn't this what she hired her lawyer for in the first place?*

This lawyer is clearly not servicing this client as strategic or trusted advisor.

It's understandable though, because many lawyers were not trained in how to do this.

Here's the core element of this shift: ***When you stop thinking of yourself as a transactional lawyer, or as a lawyer who provides documents, and you start thinking of yourself as a trusted advisor and start structuring your fees and services accordingly, you are able to command premium pricing and still be the most affordable solution for your clients.***

Being the most affordable lawyer does NOT mean providing legal services at a discount!

- Affordable is charging your clients a meaningful fee up front for a service that truly makes a difference in their families lives, and keeps them out of court and out of conflict.

- Affordable is charging your business owner clients the proper fee to set them up correctly, with everything they need to succeed (essential contracts, IP protection, insurance, financial systems and tax guidance). Additionally, you offer your services on an ongoing basis to make sure they aren't overlooking any of the pieces they need to grow and scale their business.

By packaging your legal services to be worthy of your clients paying premium fees, and by providing so much value that hiring you actually results in your clients saving more than they paid you and/or making more than they would have without you, you become the most affordable solution.

When you make this shift in your law practice and you understand how to educate your community about this affordability paradox, ***you are able to attract and serve clients who want and need to work with you.***

Have you ever seen an Estate Plan fail? What was the true cost of that to the family?

Have you ever handled a one-off transaction without informing the business owners that they were exposed without the additional systems and legal structures in place? What is the true cost of not being protected, to that business?

When you practice law the way we teach, you will only get hired by clients who need you and who will save money by hiring you, and as such they are paying premium prices for your services.

Most of the lawyers we train to use the New Law Business Model receive on average $4,500 per estate plan, even in small towns and rural areas, and $1,000 - $3,000 per month per business client. This is not by serving the super wealthy; this is by serving the people who are your friends, neighbors, and community members who want to do the right thing by their family and their business legacy.

The good news is that you can not only hit your income goals when you are charging premium prices, but also deliver an incredibly valuable service, and have a schedule and life you control. It's the best of all worlds.

You might be wondering if this will work in your community. Take a look at the experiences of these lawyers:

Case Study A

Robert G., Temecula, CA

Robert is a lawyer who had been in practice 25 years, with a general practice but an emphasis on wills, trusts, bankruptcy, immigration and divorce.

When he came to use he was getting burned out, charging just $400 for a will package.

He thought that's what he had to do attract business.

We helped Robert increase his fees by 1000% to an average of $4,000 per plan and engage 7 out of 7 clients within his first 30 days of working with us.

Robert serves regular families in a town of approximately 100,000 people with a median household income of $78,500, and with 8.5% of the population living below the federal poverty line.

Within 60 days of working with us, Robert was able to secure $48,000 in new business. Within a year, Robert was able to shift into a part-time schedule, going into his office just 3 days a week.

Best of all, Robert was re-energized by his practice because he knew he was truly making a difference in his clients' lives, and even though he was commanding premium fees, he also knew that over the long run, he was the least expensive option for his clients by far.

Case Study B

Bill K., Destin, FL

Bill serves regular families in the town of Destin, with a median household income of $68,000 and just 13,312 people in the town.

After working with us for about 18 months, Bill was able to go down to working only 3.5 days a week, serving approximately 12-15 new clients per month at an average fee of $4,000, consistently, and predictably.

Bill brings in $600,000-$700,000 a year gross, and takes home $200,000-$250,000 a year by providing valuable legal services to clients that now enjoy immeasurable peace of mind.

Case Study C

Bob P., Lynnfield, MA

Bob P. lives is on the East Coast in a town of 11,596 people with a median family income of $96,000. Within the first 60 days of working with NLBM, Bob raised his fees from $300-$500 for simple wills to an average fee of $4,500, delivering a service that he knows is truly meaningful to keep his clients out of court and out of conflict.

He sleeps well knowing the cost of going to court for the families he serves would far exceed the cost of planning ahead, when the planning is done right and well.

Case Study D

Sue H., Greensboro, NC

On the opposite end of the spectrum, Sue lives in a big town yet with a median household income of just $41,628. Sue provides "life & legacy" legal services to the families in her community because she's educated them about the risk to their families ending up in court or conflict if not done right. These families are Sue's neighbors, colleagues, and friends, and they are thrilled that Sue is able to be a trusted advisor to them even though they are not millionaires.

What is the one thing all of these lawyers have in common that allows them to command premium fees and still be the most affordable solution for their clients?

That brings us to Shift #3...

Shift #3 - Become Omnipresent

To become omnipresent means that you will be the go-to lawyer for personal and business legacy planning service in your community.

Becoming omnipresent (or being repeatedly seen) is the most powerful way to gain trust and get hired by people who are happy to pay you the premium fees you deserve for a service they truly believe in.

It is impossible for you to become omnipresent for a vast audience. But it's quite easy for you to become omnipresent for a small targeted pool of people, who are precisely the right people for you to serve.

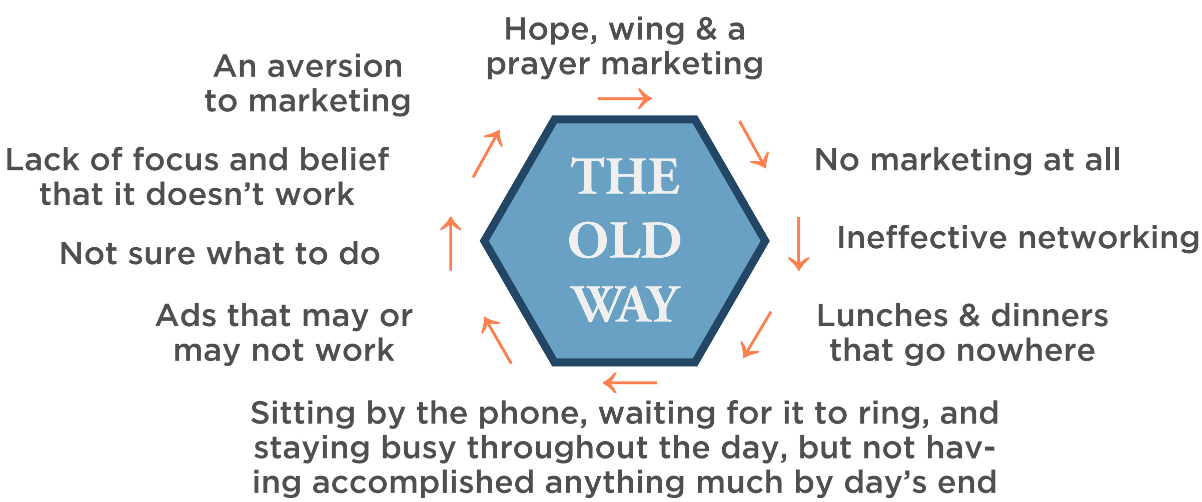
When you are commanding premium fees and serving clients in this new way, you do not need a massive number of clients. Depending on the model you choose, you may only need from 3 to 20 new clients per month, or 36 up to 240 (maximum) per year, to hit your personal financial and time goals.

When you know precisely how many clients you need each month to reach your goals, and you know exactly which people you are here to serve, then you can structure your marketing accordingly.

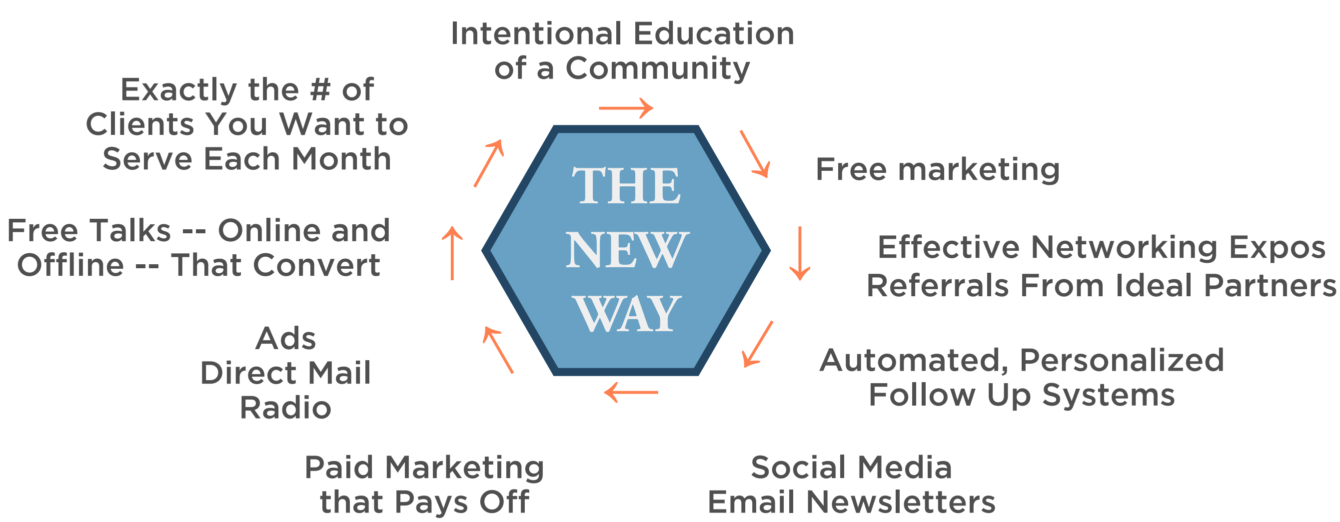
> **Alexis was able to do this in her small community of the South Bay area of Los Angeles. People used to approach her and say, "Alexis, it seems like the Universe is sending me a message to work with you, and I just know it's time to get my estate planning done."**
>
> **She'd smile, knowing that it wasn't the Universe sending them a message, it was the omnipresent marketing she's put into place.**

This is likely a significant shift from the way you are doing things now.

Your current strategy probably looks something like this:



Contrast that with the new way…



Educate your exact right audience with free marketing in the form of effective networking, presentations that convert your audience to clients, and referrals from aligned partners.

In the meantime, set up your automated yet personalized follow-up systems, so the people who you meet via networking, speaking and referrals then see you repeatedly - which is key to them taking action to discuss hiring you.

NOTE: After you have engaged a handful of clients for "life & legacy" planning using the free marketing techniques we teach, we then allow you to turn on your paid marketing in the form of direct mail, ads, paid lead generation services, online advertising, etc.

The best part? You can dial the size of your practice up or down, at will, based on the life and income you truly desire.

Shift #4 - Break the Time Barrier

'Breaking the Time Barrier' means changing your mind about what you are getting paid for. This shift requires you to truly **believe in the value of the service you provide, *independent of how long it takes you to complete that service.***

In order to make this critical shift and transform your law practice:

- **You need to separate your time from your income, and get comfortable with receiving premium fees even after you become really efficient so that you can spend minimal time providing stellar service to your clients.**
- **You need to use document drafting software to ensure your legal documents are the most up to date, and so that you are highly efficient at drafting.**
- **You need to leverage automation in key areas of your law practice.**
- **You need to focus on one or two areas of law that are easily systematized.**

Breaking the time barrier will result in you gaining complete control over your schedule while earning up to $1,500 per sixty minutes - yet without ever charging by the hour.

Can every practice area do this? No! You need one that can be systematized and consistently providing enormous value over the long term to your clients.

Let's look at an example...

Case Study E

Adam

Adam was taking whatever walked in the door at $250/hour.

That CHOICE defined the limits of Adam's income and an insane work schedule.

($250/hour) x (20 hours a week) = $5,000/week or $20k/month, if you are lucky

Workload = 55 hours a week, minimum

- 5 hours a week on admin just to collect billables
- 10 hours a week on non-billable miscellaneous time answering emails and such
- 2 hours a week on calls like this trying to get answers to building a better practice
- 3 hours a week surfing social media, ostensibly to get clients, but not really … really seeking answers
- 10 hours a week at networking events and meeting potential clients that only hired Adam 50% of the time
- 5 hours a week learning new areas of the law that he doesn't feel like he could bill for because you should already know that

Workload = 55 hours a week and hating life

If this is your model, Adam was lucky to collect $20,000 per month, and most months were actually much less. There simply wasn't enough time to do the marketing while servicing clients. This is the "cash flow roller coaster."

CASE STUDY E *continued*

Adam learned to do estate planning the way we teach and is now able to receive $4,000 (on average) per estate plan, sometimes more, sometimes less.

We've taught Adam how to take his prospects through a process where they pay what they should for the plan they actually need. His plans begin at $2,000 and go up to $8,000. Sometimes, for a super simple plan it could be as low as $1,500, but it's rare that's who Adam is serving because he's educating families, not seniors.

At first, it took Adam fifteen hours to enroll a client and deliver each plan, because he was doing it all himself. (Effective hourly rate = $266/hour on average)

But then, he got super efficient and he learned to engage clients more quickly (2 hours) and get hired every time, and outsource all but the essentials, so he was only spending 4-5 hours on a full plan, earning effectively $800/hour, or more.

Now, instead of thinking about billable hours at all, Adam gets clear on what he wants to earn each month and how much (or how little he wants to work)

… Now, he can easily engage 10 of his ideal clients a month, at an average of $4,000 each and ihe can have two great team members supporting him.
So Adam can serve new clients 10-12 hours a week and easily get those clients by doing two speaking events a month, while his team of two handles everything else.

And he can take home a STEADY $20,000 or more per month, while he does it.

On top of that, if Adam wants to increase his income, he can do it by simply opening up more slots for initial client meetings on his schedule because he's already booked 4-6 weeks out, month in and month out, because he used the new way of marketing to become Omnipresent in his community.

This is just with estate planning the New Law Business Model way. If Adam wanted to add on the NLBM Business Advisor Training, he could be bringing in an additional $750 - $3,000 per month per client.

However, he doesn't want to do that, because Adam loves his life again. He went from working 60 hours a week to working approximately 20 hours a week, while *taking home* $20,000 a month.

Can every practice area do this? Unfortunately, no, it can't. The practice area must be able to be systemized, which is what we created with the NLBM training programs.

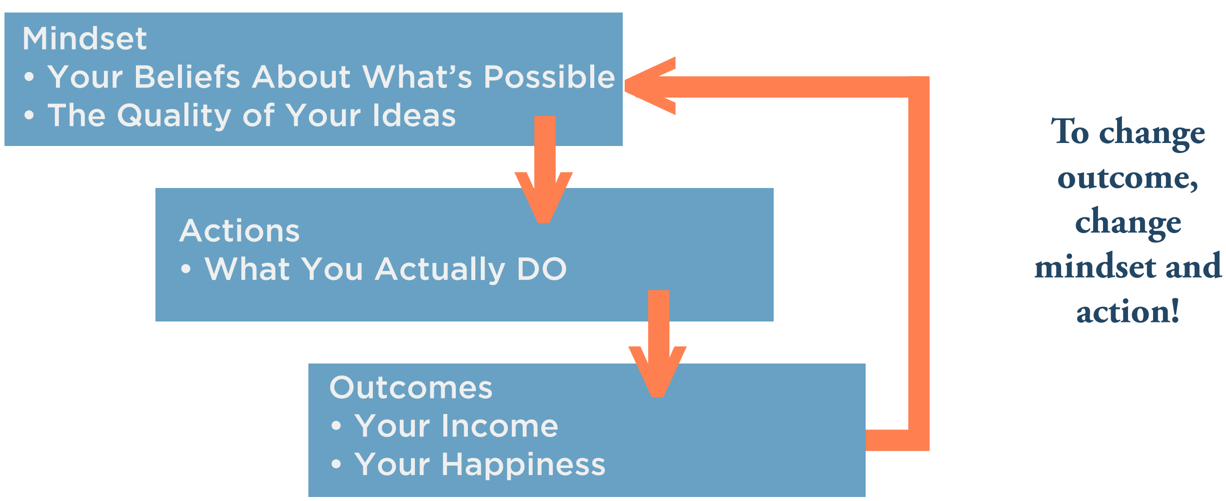
Shift #5 - Invest in Mentoring

EVERYONE should have a mentor. Mentoring is best performed by someone who has already done what you want to do.

Mentoring brings two things:
New ideas
Accountability

In addition to the above, it's worth mentioning that mentoring also *helps you truly understand the value of what you DO for your clients.*

Here's How It Works



Most lawyers earn (on average) less than $100,000 a year. We see them struggling to make their practice work, and even give each other advice. Be careful here - you want to make sure you're receiving advice from lawyers who have successfully "been there, done that."

Don't go it alone. Find the BEST mentor out there, and spend what it takes to work with them. And make sure it's someone who has already done what you want to do, so you do not have to reinvent the wheel.

You invested a lot for your law degree, but that was just the beginning. If you do not get the mentoring to turn that law degree into your highest value asset, it could end up wasted. You'll be competing with the online legal document services and do-it-yourself legal offerings. Or you'll be working for a big firm, without the schedule flexibility and upward mobility.

Make no mistake, you can have a life and law practice you love, as long as you are willing to make these 5 shifts.

Here's a recap of the shifts you need to begin practicing law in a new way:

1. **Operate with Complete Congruence**
2. **Command Premium Pricing**
3. **Become Omnipresent**
4. **Break the Time Barrier**
5. **Invest in Mentoring**

Now You Have a Choice.

You can stick with the old model of law: working too hard, doing unfulfilling work, billing by the hour or using low flat fees, and possibly working with non- ideal clients and opposing counsel.

This might leave you wondering what happened to the allure of being a lawyer, and the reason you went to law school in the first place?

We created NLBM to provide you a way out of that old model of practicing law.

You can create a unique service offering that allows you to have a flexible schedule, a steady income stream, and both professional and personal fulfillment.

If you'd like us to mentor you to the same kind of success that so many others have had, the next step is to schedule a call with a Law Business Advisor today.