

# MODULE 5

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NEW LAW  
BUSINESS  
MODEL

## SHOW ME THE MONEY: PRICING & PACKAGING YOUR LEGAL SERVICES IN A WAY YOUR CLIENTS WILL LOVE THAT ALSO HAS YOU LOVE YOUR INCOME, YOUR IMPACT AND YOUR LIFE!

Now that you're clear on what you want and what your next horizon looks like, we can get into the specifics of how you are going to make that happen.

**The first step is to reconstruct your legal services into flat fee or recurring revenue packages that will allow you to earn what you need in the amount of time that you have, in the most leveraged (yet personalized) way possible...**

As an attorney, your ideal pricing and packaging strategy is to **drop all hourly billing in favor of creating one or more packages that offer the services you provide. Packages are based on specific outcomes tied to the value of the outcome to the people you serve.**

**And, when done right, these packages are priced to be what we call "Affordable Premium" package services, which means that your clients are happy to pay a premium for your services because you help them to see that by doing so, you are still the most affordable solution they could choose.**

If you'd like to learn more about "Affordable Premium" services, please [watch this webinar](#) on the 5 Key Shifts our Lawyer Members Make to Build High-6 and 7-Figure Law Practices.

Once you've got your packages clear, you are able to **identify how many clients you need to engage each month at the rates you're charging for your packages to meet your Monthly Money Map Number.**



The big picture goal here is for you to know exactly how many clients you need to engage at what average fee for you to hit your personal and financial objectives. We know from our years in business that when you have a clear objective, you will hit that. But, when you are not clear, it makes it very hard to get there.

**To support you at arriving at this clarity, please fill in the blanks below**

*I am currently earning \_\_\_\_\_ per month and working \_\_\_\_\_ hours and*

*I want to be earning \_\_\_\_\_ per month and working \_\_\_\_\_ hours.*

Good, now it's time to get you from where you are **NOW** to where you want to go **NEXT** by creating packages that deliver high-value outcomes to the clients you love to serve, using the power of leverage.

If you need help with this, and don't want to reinvent the wheel, and you serve families and/or small business owners (or want to), now is the time to **book a call with a Law Business Advisor** so you can learn how you can use the pricing packages we've created for serving families and/or small business owners.

For example, our lawyers who are serving families are receiving, on average, \$4,000 per estate plan using our system for educating and engaging clients and delivering a raving fan service. And, once you've leveraged our system, it only takes about 4 hours of attorney time to deliver on this service while turning your clients into raving fans who refer everyone else they know.

On the business side, our lawyers are delivering \$2,500 first-time transactions plus \$750 – \$3,000 per month for ongoing recurring revenue style strategic counseling packages for their business owner clients.

Let's look at how many clients you would need to serve each month, if you were able to command an average fee of \$3,000 per client, and they were happy to pay it? (Note, most of our lawyers serving families are receiving an average of \$4,000 from each happy client).

**Fill in the blanks here:**

My monthly financial goal is: \_\_\_\_\_

To reach this goal, I'd need to serve \_\_\_\_\_ clients/month at \$3,000 each.

To reach this goal, I'd need to serve \_\_\_\_\_ clients/month at \$4,000 each.

If you'd like to leverage this in your practice, **book a call with a Law Business Advisor** now.



**Congratulations, you did it!** You now have total clarity on the life and law practice you want, the income you need to earn to have that life and law business, the time you actually have to earn that income, and the real resources available to support you in your journey. And, you now have a clear knowingness of how many clients you need to engage each month and at what average fee to make this all happen. Job well done!”

If you know you’re ready to start earning the income you need to have the life you want and you’d like to explore how we support our lawyers with done-for-you marketing + raving fan client service systems (including packaged offerings with accompanying client engagement systems, fee schedules, and meeting materials) and learn how we can further support you in your journey of building a law practice you love, go ahead and [\*\*schedule a complimentary call with one of our Law Business Advisors.\*\*](#) This is our gift to you.

