

A Simple Guide for Creating a Modern Practice

There are **ten key elements for creating a smooth-running, financially-thriving law practice**.

Those elements are grouped into three main categories, as shown below.

I. Approach - *“Whether you think you can or think you can’t, you’re right.”* —Henry Ford

- 1. Mindset** - You should **cultivate empowering mindsets** and stifle any limiting beliefs you have about the success you’re truly capable of achieving.
- 2. Vision** - What kind of practice do you *truly* want? Describe it in writing, with as much detail as possible. For example, who exactly would be your “dream client”? How many hours would you work each week and what would you do?
- 3. Focus** - Making the radical changes needed **to create your ideal law firm** requires an unconventional-but-powerful approach (*i.e. the “80/20 principle”*).
- 4. Assistance** - You’ll need help in growing your practice. Make sure you get it from people who get great results consistently, and who’ve proven they can help lawyers like you.

II. Operations - *“Efficiency is doing things right; effectiveness is doing the right things.”*

—Peter Drucker

- 1. Systems** - You must operate your business **using well-developed systems that you document and update regularly** as your key workflows evolve.
- 2. Streamlining** - You can radically improve both efficiency and effectiveness by leveraging paperless workflows, automation, cloud storage, and virtual collaboration (*i.e. mobile lawyering*).
- 3. Delegating** - You should **only do work that you are exceptionally good at and which you thoroughly enjoy**. Even if you want to have full-time employees working in your office, consider using outsourcing as much as possible.

III. Marketing - *“Ninety-nine percent of advertising doesn’t sell much of anything.”*

—David Ogilvy

- 1. Fundamentals** - You must **understand how proper marketing works**. Don’t spend any money on consulting or advertising until you do.
- 2. Basic Marketing** - Attracting “warm leads” is easy. It’s **called Referral Marketing** and it works exceptionally well with the folks who already know you, like you and trust you. Plus, you don’t have to spend a dime on advertising.
- 3. Advanced Marketing** - Attracting “cold leads” is hard. But you can do it if you **use Direct Marketing** principles, and best of all you can automate the process if you have a website. You can spend money on advertising at this point, but you probably shouldn’t need to.