

This Is Not Your Father's Law Practice

Remember the law practice of your dreams?

Did it include the constant worry of finding and engaging new clients?

Starting over with a zero balance sheet every month and working yourself to death to market and manage your practice?

Actually dreading bringing in new clients because you didn't know how you would get everything done?

I thought not.

If the "new economy" has done anything, it has shown pretty much everyone what many of us already knew. The "old school" law practice is going the way of the dinosaur. Lawyers have to compete on a level we've never seen before and that means changing the rules in a big way. It's time to for a new business model to revolutionize the practice of law. A radical new way of thinking about your practice, your clients and your life.

The good news is that this revolutionary new business model doesn't require a huge marketing budget or an A list business consultant. All it takes is a shift in the way you think about your practice and putting the right systems in place. Change the way you work, change the relationship you have with your clients and change the way people think about lawyers and you've got an innovative new way to practice. That may sound like an impossible task but, believe me, it isn't. I know because I've done it and it's as simple as starting with these three steps:

Step One – Approach your practice as an entrepreneur first and a lawyer second.

For your practice to compete and succeed, you have to treat it as a business enterprise. Not just a paper mill where you crank out documents, pass them to clients, and never contact them again. That "piece worker" mindset does nothing to build relationships with your clients. If you want to sustain a practice and keep the pipeline of work flowing, you have to build relationships.

Step Two - Put systems in place that ensure that your clients are being served at the highest possible level.

The right system for your practice is reliable, predictable and can even be automated so that you know things are being done, deadlines are met, and clients are being served without you having the constant worry or having to do it all yourself. Can you imagine the freedom of not worrying about every single task, every single day?

Step Three – Decide how you want your practice and your life to look and get the right information to make those changes happen.

Don't make the mistake of trying to make these radical changes alone. Get the right information. You may be learning from some great lawyers that have been practicing for awhile. But with those years of experience comes the old way of doing business. It's not intentional, it's just engrained. The old way of thinking will keep you on the cash flow roller coaster and marketing merry go round that will kill your dream practice.

Of course, there's more to do than just these three steps but they're the perfect place to start. If the grind of living month to month is making you rethink your choice of profession, sit down and really think about what you want. Entrepreneurs and other successful business owners start with knowing what they want their business to look like and then they build it from there.

This may seem like a daunting task but it's not only possible, it's proven. To learn more about how this revolutionary model can make law fun and profitable again, check out my free video series at www.LawBusinessRevolution.com.