

INTRODUCING THE



ATTICUS  
PERSONAL  
INJURY  
ACADEMY™



**Attorney & Practice Advisor**

# STEVE RILEY

[www.atticusadvantage.com](http://www.atticusadvantage.com)

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- Steve helps attorneys grow their practices. He has a way of helping attorneys who might be "stuck" and guide them through a process of self-discovery and major breakthroughs.
- Steve is a shareholder in Atticus, the largest practice management company working with solo and small law firm owners. He created the Practice Growth Program™, the Dominate Your Market™ program, and the Double Your Revenue™ workshop. Prior to joining Atticus, Steve built and sold his own law practice.
- He has written seven books, won a national award for practice innovation, and written a national column on practice management.



Attorney

# CRAIG GOLDENFARB

[www.800goldlaw.com](http://www.800goldlaw.com)

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- Craig Goldenfarb, Esq. is the founder and CEO of The Law Offices of Craig Goldenfarb, P.A., a plaintiff's personal injury law firm in West Palm Beach, Florida.
- Since 2002, LOCG has been helping clients recover emotionally, physically, and financially after a traumatic injury.
- Practice areas include auto accidents, premises injuries, wrongful death, negligent security, and Automated External Defibrillator (AED) litigation.



# Participate



Pencil & paper at the ready



Take lots of notes



This session is interactive, so  
prepare to unmute if  
necessary

# INTENTION

## We have 2 goals today:

1. To introduce you to the Atticus Practice Injury Academy
2. To see if there are other ways Atticus can help you grow your practice



# GOALS OF THE ACADEMY

1. You'll learn how and what others are doing through collaborative comparison.
2. To help you gain excellent traction on several "how-to" elements of your practice.
3. To push you to the next level.

# CRITERIA for PARTICIPATION

- Be Coachable
- Be a Contributor
  - Willing to share
  - Do your homework
- Humbleness (others may have a different approach)
- Have a Growth Mindset

# IMPORTANT DATES

**Wednesday, October 21,** 1:00 to 2:00 pm ET

- How to get the most out of the program
- Homework will be assigned

**Thursday, November 5,** 10:00 am to 5 pm ET

- The Atticus Personal Injury Academy™ virtual workday



# OUR VIRTUAL WORKDAY

## **Begins at 10am EST**

- **Great Cases Begin with Great Intakes!**
  - Brief Discussion on Intake Process
  - Collaborative Exercise on Intake
  - What Did You Learn that You Can Use?

# OUR VIRTUAL WORKDAY

**Meal break at 12pm EST**

(30 minutes)

- **Show Me the Money! Compensation in the Plaintiff's Practice**
  - What to Consider in Your Compensation Structure
  - Do You Care if Compensation Impacts Culture?
  - Collaborative Exercise on Compensation
  - What Did You Learn that You Can Use?
- **Pulling it all together**
  - What's Your Action Plan?

**End at 5 pm EST**

# INVESTMENT

- Active members of a coaching program ~~\$1995~~ **\$995**
  - DYM, PGP, and/or 1-on-1
  - Since is our first, and it's virtual we are passing on savings as best we can
- Past members of a coaching program **\$2495**
- Non-Atticus members **\$4995**
  - Have never been active in a coaching program

# Application Process? Why?

Only 30 seats-(now 28)

Are you ready? Is it a good fit?

Where are you at in your practice?

Your application will help us put you on the right collaborative team.

# APPLICATION QUESTIONS

**You will be given a link to complete the following questions:**

1. Number of offices and geographical coverage
2. Practice Areas (EG, Auto/Slip & Fall, Med Mal)
3. Case Management System
4. Current Atticus Coaching Program (DYM, PGP, 1-on-1)
5. How many team members do you **currently** have? What's the breakdown?  
(i.e., how many attorneys, paralegals, admins, bookkeeper, etc.)
6. Current number of cases your practice is working.
7. Currently, what is your primary source of new clients? Advertising? Referrals?
8. What are the top three current frustrations you have with the growth of your practice?
9. What is the most important thing you can contribute to the PI Academy?

# How to Apply

Apply online:

**[bit.ly/apia2020](https://bit.ly/apia2020)**

(form at bottom of page)

Discount Code:

**member-apia**

(case sensitive)

# What About 2021?

- We received many questions about next year.
  - Are we doing it again?
  - When?
  - How much?
- We are open to the idea, but let's get through this one first and see how well it works.
  - If you like it, we do it
  - If you don't, we don't.

# GUARANTEE

## The Atticus 100% Money Back Guarantee

Atticus understands enrolling in a relationship with us is a significant investment. It involves commitment of your time, resources, and finances. You may be uncertain of our programs' value to you looking from the outside. That's why Atticus offers a 100% money-back guarantee.

If you do not believe the materials, concepts and techniques provided to you add significant value to your firm, tell us and we'll refund your investment in full – without question.





# Final Thoughts and Questions



# QUESTIONS?

## To ask a question:

- Use the chat function on your GoToWebinar dashboard to send a message to the event organizer. If you would like your question to remain anonymous, indicate so in your message.
- Click the hand icon to indicate you have a question or comment, and we'll call on you. When we do, we will "unmute" you so that you can be heard.

# Thank You!

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