AS AN ATTORNEY, WHAT IS YOUR TIME WORTH?

PRESENTED BY

Lori Pulvermacher

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LORI PULVERMACHER

ATTORNEY & PRACTICE ADVISOR

- Passionate about helping lawyers grow their businesses.
- Prior to Atticus, worked at notable organizations, including:
  - LIFT Consulting, Coach, trainer, and consultant in the areas of sales, leadership, communication, and organizational structure
  - Law As A Business (LAB), Director of Business Solutions, Director of Sales, and Lead Practice Solutions Advisor
  - ElderCounsel, LLC, sales, marketing, executive leadership, management
  - WealthCounsel, LLC, marketing, education, and events
- On the Board of Directors for these organizations:
  - Girls on the Run—South Central Wisconsin
  - Spring Green Area Chamber of Commerce
  - Kaul Community Park
- Girl mom, wife, small business owner, and outdoor enthusiast.

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ABOUT US

- Group coaching programs
- Tailored 1x1 coaching
- Practice Growth Diagnostic
- Build My Great Team
- Specialized Workshops
- Education and Resources

Atticusadvantage.com

Grow@atticusadvantage.com

WHAT IS YOUR TIME WORTH?

DAYS PACKED LIKE THIS, GIVE YOU NO ROOM TO WORK ON GROWING THE PRACTICE.

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To grow a practice,
you must adopt strategies
that create room in a day,
protected time, for growth
projects that will generate
revenue.

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MORE THAN JUST BEING GREAT AT THE LAW

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THE GROWTH CORNERSTONES™

REVENUE, INCOME, CONTROL, FREEDOM AND IMPACT

Sharpen Focus and Prioritize

Attract High Value Clients

Build a Great Team

Cash Flow and Profitability

LEGAL SKILLS

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FIVE PRACTICAL SUGGESTIONS FOR TIME MANAGEMENT

TIME MANAGEMENT

STRATEGY 1 – PLAN YOUR DAY

Beware of being trapped by your calendar

- Big difference between being focused driven and calendar driven

Top 3

15 to 30 minutes

Paper organizer, post it note, napkin

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TIME MANAGEMENT

STRATEGY 2 –DAILY FOCUS SPRINTS

Close
Your Door

Close
Your Email

Turn Off
Your Phone

Focus for 25 Minutes –
set a timer

It will be okay. Facebook,
the listservs, your clients,
your world will still be there

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TIME MANAGEMENT

STRATEGY 3 – THE POWER HOUR

Imagine every day as productive as the day before you leave town for a week!

Set a Timer

Power Hour

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PROTECT YOUR TIME OFF

STRATEGY 4 – RE CHARGE AND RECOVER

Kids school calendar

Your key vacations

Significant family events

Health and wellness

PLAN OUT YOUR MARKETING CALENDAR FOR THE YEAR

STRATEGY 5 –THINK THROUGH YOUR MARKETING ACTIVITIES

Do you have a season to your practice?

Do you have a workshop schedule?

Referral Development- 3 marketing contacts per week-is it possible for you?

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USE A TIME TEMPLATE AND SCHEDULE BLOCKS FOR CLIENT APPOINTMENTS

Time Template Worksheet™

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	Monday	Tuesday	Wednesday	Thursday	Friday
7					
7.30					
8					
8.30					
9					
9.30					
10					
10.30					
11					
11.30					
12					
12.30					
1					
1.30					
2					
2.30					
3					
3.30					
4					
4.30					
5					
5.30					
6					
6.30					
7					
7.30					
8					
8.30					
9					

What do you need to schedule time for?	Direct Income	Indirect Income
Production		
Return Phone Calls		
Marketing		
Case Status Reviews		
Client Meetings		
Working on Biz		

What do you need to schedule time for?
Morning Only
All Morning & All Afternoon
Some Mornings & Some Afternoons
Afternoons Only
After PM
On Some Saturdays

When are you at your best to do technical work?	Morning	Afternoon

Note: This should be the normal schedule you keep. If you are involved in litigation, you will lose the ability to dictate your schedule for periods of time - but default back to this schedule at the earliest opportunity.

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USE A TIME TEMPLATE AND SCHEDULE BLOCKS FOR CLIENT APPOINTMENTS

SAMPLE

My Great Week™

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	Monday	Tuesday	Wednesday	Thursday	Friday
7	Exercise	Exercise	Exercise	Exercise	Exercise
7.30					
8	Cashflow Focus Meeting	TEAM HUDDLE KEY ASSISTANT	TEAM HUDDLE KEY ASSISTANT	TEAM HUDDLE KEY ASSISTANT	TEAM HUDDLE KEY ASSISTANT
8.30		Calls/Emails	Calls/Emails	Calls/Emails	Calls/Emails
9	Calls/Emails	Client Meetings	Casework or Hearings	Client Meetings	My 90-Day Focus
9.30	Strategic Growth Projects				Strategic Growth Projects
10					
10.30					
11					
11.30					
12	Lunch with Top 10 Referral Source	Lunch with Top 10 Referral Source	Lunch with Top 10 Referral Source	Take Atty _____ to Coffee/Lunch	Lunch with Top 10 Referral Source
12.30					
1	Casework or Hearings	Client Meetings	Casework or Hearings	Client Meetings	Calls/Emails
1.30					Possible Free Time
2					
2.30					
3					
3.30		Marketing		Marketing	
4					
4.30	Calls/Emails	Calls/Emails	Calls/Emails	Calls/Emails	
5					
5.30					
6		Lead Generation Workshop			
6.30					
7					
7.30					
8					
8.30					
9					

What do you need to schedule time for?	Direct Income	Indirect Income	What do you need to schedule time for?
☐ Production			☐ Morning Only
☐ Return Phone Calls			☐ All Morning & All Afternoon
☐ Marketing			☐ Some Mornings & Some Afternoons
☐ Case Status Reviews			☐ Afternoons Only
☐ Client Meetings			☐ After PM
☐ Working on Biz			☐ On Some Saturdays
When are you at your best to do technical work?			☐ Morning ☐ Afternoon

Note: This should be the normal schedule you keep. If you are involved in litigation, you will lose the ability to dictate your schedule for periods of time - but default back to this schedule at the earliest opportunity.

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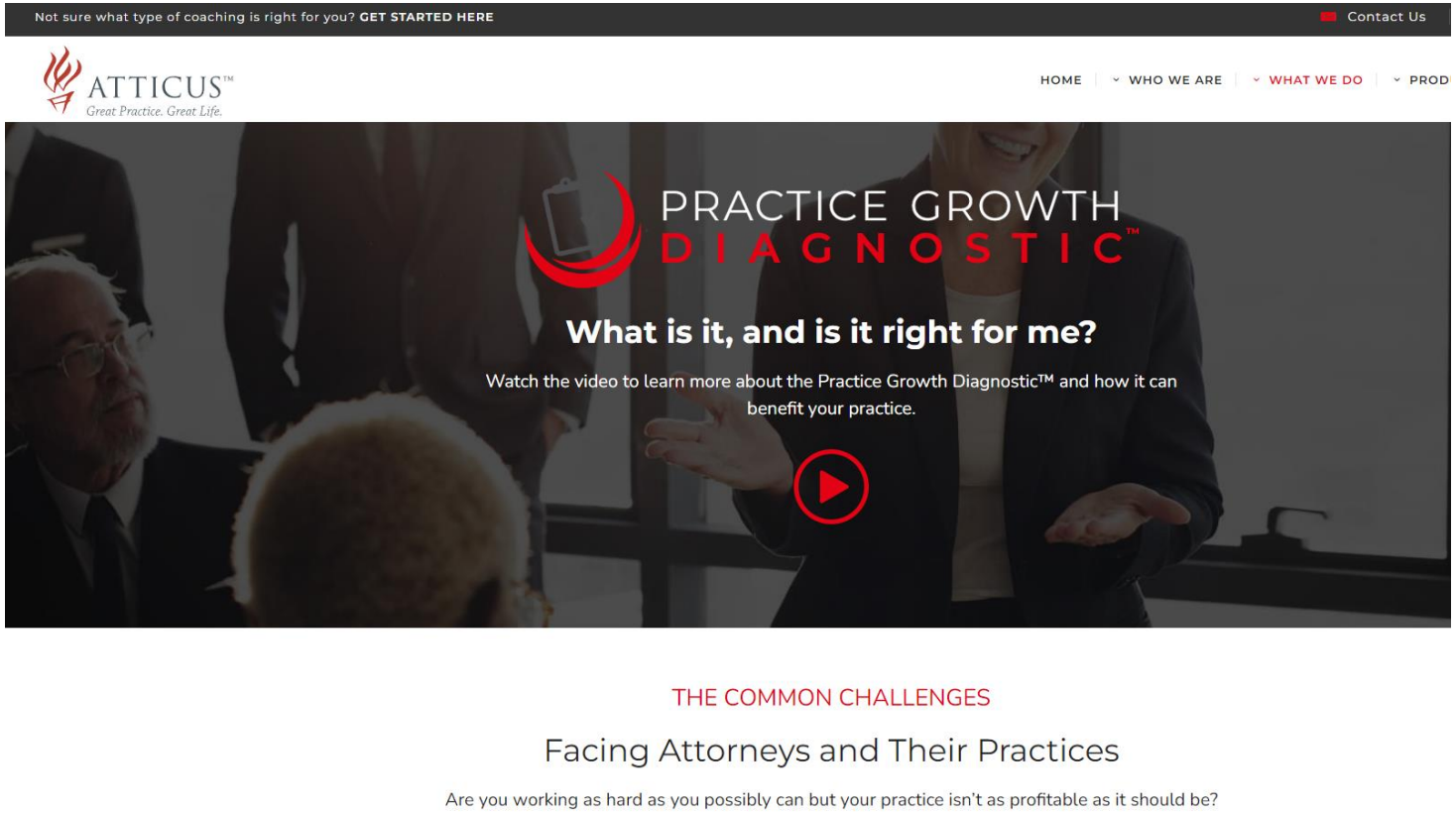
A LIFE LINE



$295 Scholarship for 15 Diagnostics

- Email me: lorip@atticusadvantage.com
- Will respond with a code that removes the fee
- Code is good for 24 hours

A Healthier Practice Starts With an Accurate Diagnosis

The Focused DiSC® Advantage™

Are you building a practice around your strengths? The DiSC® assessment provides key insights into your personal communication style and behavioral tendencies. Our proven methodology reveals how your personality affects your practice's profitability. You'll discover how to work within your strengths to build up your business. You'll start running with the grain vs. against the grain.

The Practice Assessment™

The Practice Growth Diagnostic™ Assessment reviews your law firm's current profitability, staffing, time management, and marketing — the four cornerstones of practice growth. Based on the information you provide, we tailor our suggestions to address your particular needs and goals.

The Advisor Growth Analysis™

After you complete the assessment, which take about 30 minutes, a Practice Growth Diagnostic™ Advisor will offer feedback and a perspective on what the assessment reveals about you and your practice. This might include bringing into focus any uncomfortable "blind spots" that are holding your growth back. It's a frank conversation covering how your unique traits and tendencies directly influence your law firm's profitability, your ability to implement and accept change, and your personal and work relationships.

The 3 Most Impactful Actions

You will be astonished, perhaps even overwhelmed, by the amount of information and insights you gain. Your Practice Growth Diagnostic Advisor will help you identify the three most impactful actions you can take immediately to help you move your practice forward.

UPCOMING WORKSHOPS AND PROGRAMS

THE PRACTICE GROWTH PROGRAM™

August 25th, Orlando

DOUBLE YOUR REVENUE WORKSHOP™

September 9th, Orlando
September 30th, San Francisco

RAISING THE BAR – MEET PROFIT TARGETS AND FINISH THE YEAR STRONG

October 19th 2-3:30 pm ET

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Final Thoughts and Questions

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Thank you!

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