

# INCREASE PROFITABILITY AND EFFICIENCY IN YOUR LAW PRACTICE

PRESENTED BY

Daniel Struna



July 13, 2023

# DANIEL STRUNA

## ATTORNEY & PRACTICE ADVISOR

- Daniel is an attorney and former owner and founder of a million-dollar business. His coaching practice focuses on solo and small law firm owners and partners, to help clients transform their practice and their life. His goal is to help them increase their income, decrease their stress, build a rock-star team, and improve their client experience
- Daniel has spoken to bar associations and legal organizations in the areas of law practice growth and management, including the South Carolina Bar, the Family Law Section of the Alabama State Bar, and Florida Bar associations





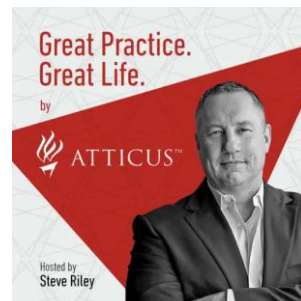
ATTICUS™  
*Great Practice. Great Life.*

# ABOUT US

We help lawyers grow great practices  
and cultivate great lives

# HELP US GROW: CONNECT AND SHARE

- Subscribe to Great Practice. Great Life by Atticus podcast  
<https://podcasts.apple.com/us/podcast/great-practice-great-life-by-atticus/id1636511715>
- Follow us
  - LinkedIn <https://www.linkedin.com/company/atticuslawyercoaching>
  - Instagram <https://www.instagram.com/atticuslawyercoaching>
  - Facebook <https://www.facebook.com/atticuslawyercoaching>
  - YouTube <https://www.youtube.com/user/atticuslawyercoaching>
  - Tik Tok <https://www.tiktok.com/@atticuslawyercoaching>



# UPCOMING WORKSHOPS AND PROGRAMS



## THE PRACTICE GROWTH PROGRAM™

---

San Francisco  
Orlando



## DOUBLE YOUR REVENUE WORKSHOP™

---

September 8th, San Francisco  
November 3<sup>rd</sup>, Orlando

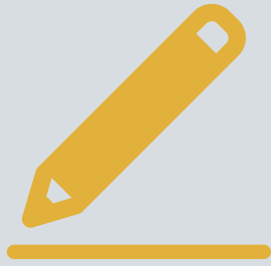


## BUILDING A STRONG LAW FIRM CULTURE – PART 2: CORRECTING TIME MANAGEMENT AND MARKETING MISTAKES

---

July 19th, 2-4:00 pm ET

# PARTICIPATE



Pencil & paper  
ready



Take notes



This session is interactive,  
be prepared to join the  
conversation

**A small investment in planning your day can pay big dividends for you and your law firm.**





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





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

# MORE THAN JUST BEING GREAT AT THE LAW



# 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



# 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



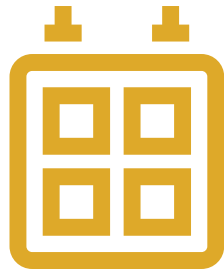
Top 3

15 to 30 minutes

Paper organizer,  
post it note, napkin

# PLAN OUT YOUR MARKETING CALENDAR FOR THE YEAR

## STRATEGY 2 –THINK THROUGH YOUR MARKETING ACTIVITIES



Do you have a season to your practice?



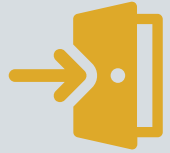
Do you have a workshop schedule?



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

# TIME MANAGEMENT

## STRATEGY 3 – 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

# TIME MANAGEMENT

## STRATEGY 4 – THE POWER HOUR

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



Set a Timer



Power Hour



# PROTECT YOUR TIME OFF

## STRATEGY 5 – RE CHARGE AND RECOVER



Kids school  
calendar



Your key  
vacations



Significant family  
events



Health and  
wellness

# USE THE ATTICUS DAILY FOCUSER™ TO BUILD NEW DAILY HABITS AND CREATE ACCOUNTABILITY FOR BOTH YOU AND YOUR STAFF

## The Atticus Daily Focuser™



Name:  Date:

- Exercise
- Spend 15 minutes completing Atticus Daily Focuser™
- Review Calendar, Cash Flow Focuser™ (2 Weeks Ahead)
- Meet with Key Assistant — Top 3 Delegations:
  - 1
  - 2
  - 3
- | Today's Top 3 Objectives:                     | If Completed, What 3 Are Next?                |
|---|---|
| <input type="checkbox"/> <input type="text"/> | <input type="checkbox"/> <input type="text"/> |
| <input type="checkbox"/> <input type="text"/> | <input type="checkbox"/> <input type="text"/> |
| <input type="checkbox"/> <input type="text"/> | <input type="checkbox"/> <input type="text"/> |
- Change Voicemail Announcement, Check Messages
- Check Email (Delete, Delegate, Delay, Do)
- Return Phone Calls; When
- Meet with Production Staff
- Check To-Do Lists
- Marketing Contact for the Day (Did I Ask for a Referral?)
- Check Billing
- Clean Desk at Day's End; Print Tomorrow's Focuser; Make Note of Key Follow-ups

# THE ATTICUS DAILY FOCUSER™ SAMPLE

## The Atticus Daily Focuser™



Name: Mark Metzger

Date: 2/22/2018

- Exercise
- Spend 15 minutes completing Atticus Daily Focuser™
- Review Calendar, Cash Flow Focuser™ (2 Weeks Ahead)
- Meet with Key Assistant — Top 3 Delegations:
  - 1 schedule lunches
  - 2 draft welcome email
  - 3 create guest list
  

Today's Top 3 Objectives:	If Completed, What 3 Are Next?
<input checked="" type="checkbox"/> <u>close Smith file</u>	<input checked="" type="checkbox"/> <u>draft Jones trust</u>
<input checked="" type="checkbox"/> <u>case status review w/ team</u>	<input checked="" type="checkbox"/> <u>calendar staff retreat</u>
<input checked="" type="checkbox"/> <u>complete My 90 Day Focus</u>	<input checked="" type="checkbox"/> <u>complete 2 staff evaluations</u>

  
- Change Voicemail Announcement, Check Messages
- Check Email (Delete, Delegate, Delay, Do)
- Return Phone Calls; When 2:00-3:00
- Meet with Production Staff
- Check To-Do Lists
- Marketing Contact for the Day (Did I Ask for a Referral?)
- Check Billing
- Clean Desk at Day's End; Print Tomorrow's Focuser; Make Note of Key Follow-ups

# Final Thoughts and Questions



ATTICUS™

*Great Practice. Great Life.*

# LAW FIRM GOALS – IMPROVE YOUR GROWTH PLAN AND FINISH THE YEAR STRONG

**JULY 25, 2023**

**2:00 – 3:30 PM ET**

Register today and get ½ off!

Link in the chat box

Use Promo Code: **50GOALS**  
at check-out



Thank you!



ATTICUS™

*Great Practice. Great Life.*