

























Don't Forget To Start With Your Clients











































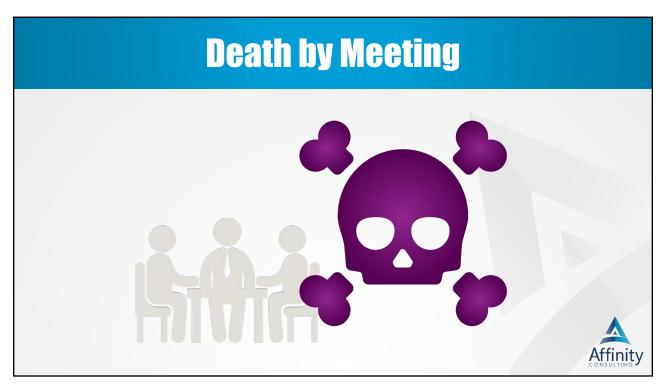
















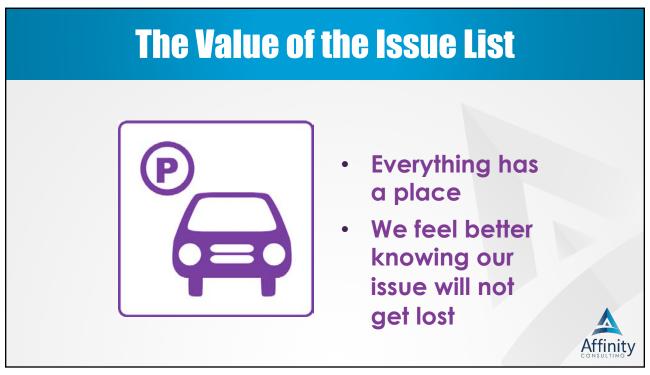






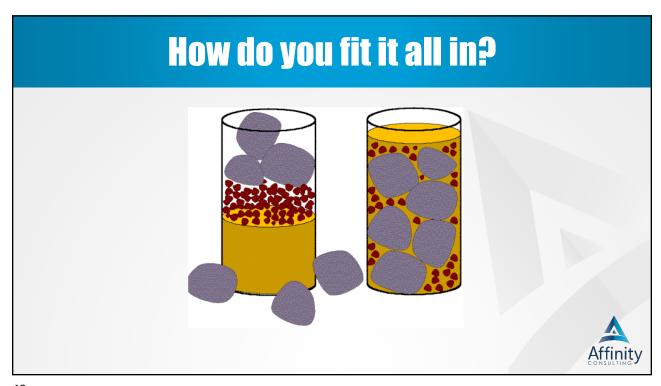


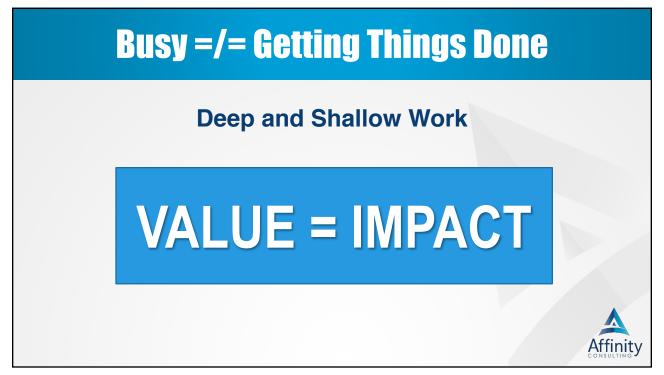








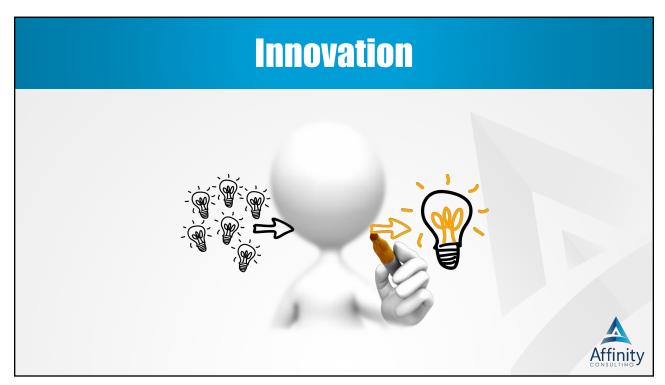














Tackling Process Challenges

85% of a worker's effectiveness is determined by the system he works within, only 15% by his own skill.

-William Deming

- Process first, technology second
- **KISS**

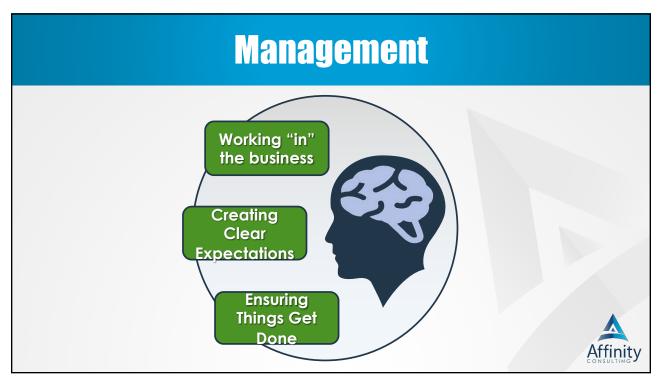
Everything should be made as simple as possible, but not simpler.

Affini

Albert Einstein



















Other Law Firms

Strategic Partnerships

67

Partner with Good Marketers

Return the Favor

69

Track Your Referrals

And Thank Them

71



Cost of Acquisition

73

They Already Love You (Hopefully)

Lifetime Value

75

Grade Your Clients



Ask Regularly

Address Bad Feedback

79

Invest in a Survey Tool



Set Time Aside for Business Development



81

Hunting and Eating

Make Time

83

Spend Your Non-Billable Time Wisely



The New Marketing

How Are You Viewed?

87

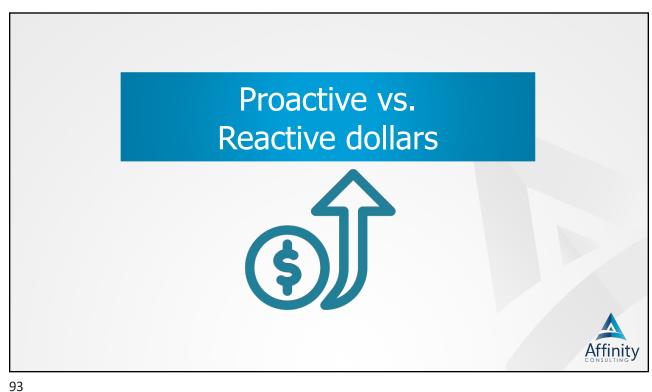








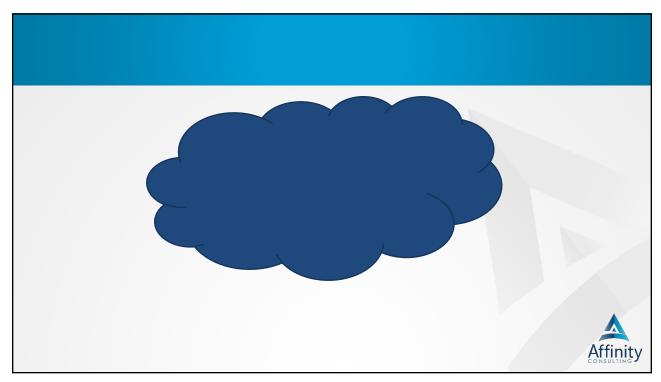




Create a business plan or an on going budget This is where I am This is where I want to be at the end of the year This is where I want to be after 5 years







Many Options

- Email?
- Software as a Service
- Hosted Infrastructure
- Hosted Applications?









RULE 1.1 COMMENT 8

To maintain the requisite knowledge and skill, a lawyer should keep abreast of changes in the law and its practice, including the benefits and risks associated with relevant technology, engage in continuing study and education and comply with all continuing legal education requirements to which the lawyer is subject.



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ENCRYPTION:

the process of converting information or data into a code, especially to prevent unauthorized access.



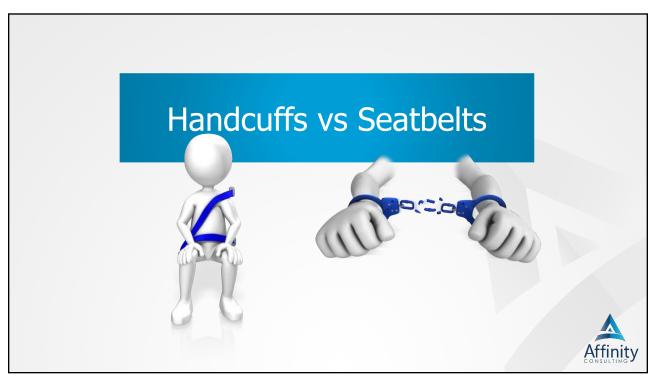






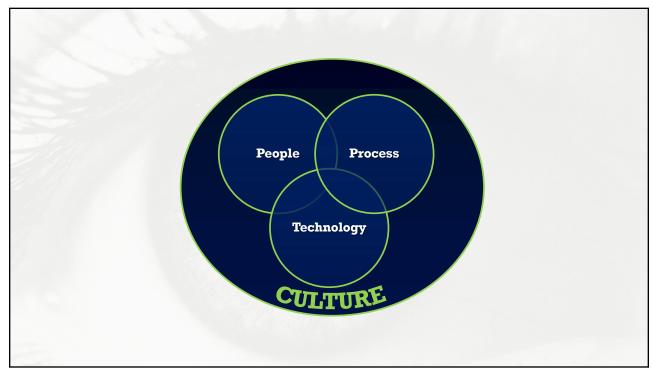










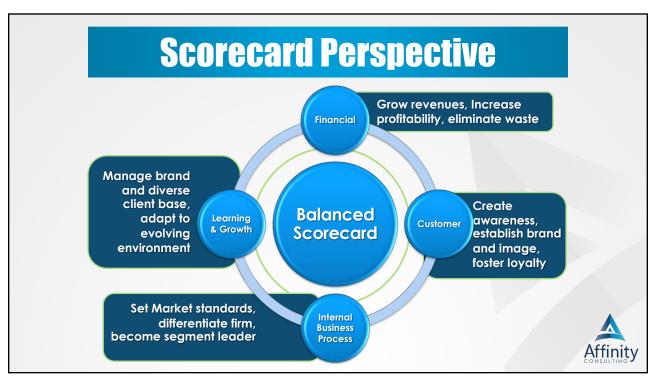








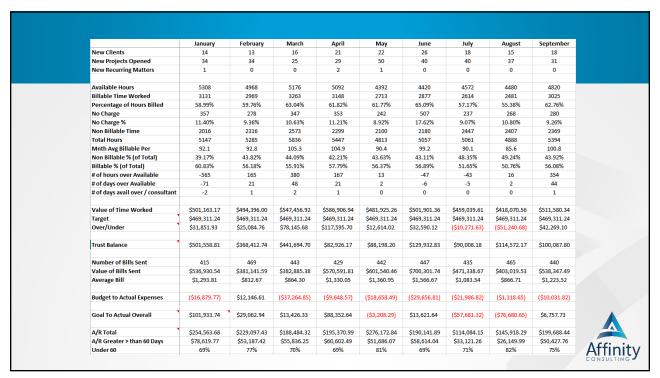




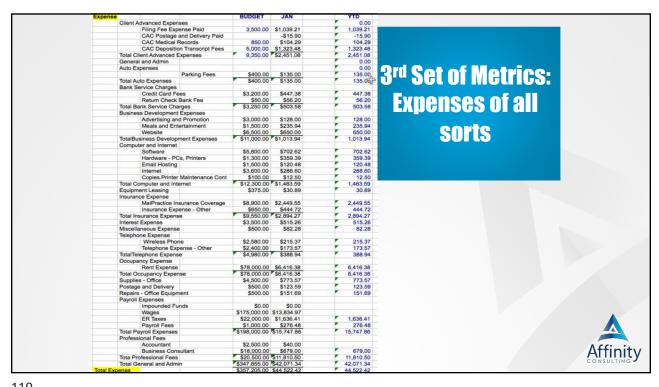
Key Metrics You May Measure

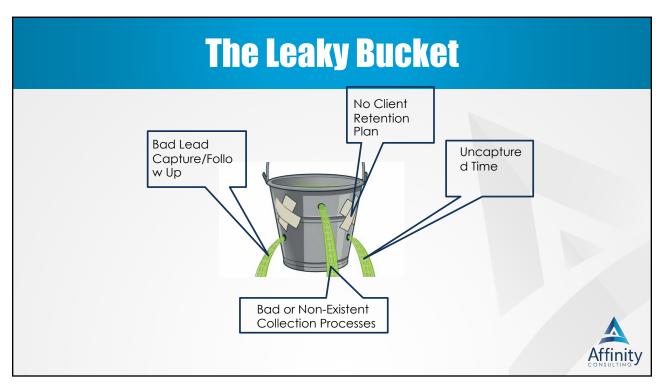
- Hours Entered vs. Billed
- Discounts
- Write-offs
- Expenses
- Realization Rates





2015 Firm Met	iles IIac	Killy					
	2015 Budget	Jan	Feb	March	YTD Actual	YTD Avg/MN	1. # of new cases
1 # of New Matters	120	6	9	8	52	52.0	
Flat Fee		3	3	4	26	26.0	
Hourly		2	5	3	21	21.0	O 00 -11 D-111
Contingent		1	0	1	3	3.0	2. Monthly Billings
Pro Bono		0	1	0	2	2.0	Zi monting Zimingo
2 Billings							
# of Hours	1500.00	125.00	110.00	130.00	675.00	675.0	3. Dollars collected
Billed \$ on Hourly		120.00	110.00	130.00	575.00	075.0	o. Bollaro collectou
Cases		15,500.00	8,500.00	12,500.00	36,500.00	36,500.00	
Billed Flat Fees		4,200.00	2,800.00	6,800.00	13,800.00	13,800.00	
Total Fees Billed	7	19,700.00		19,300.00	50,300.00	16,766.67	4. Unbilled hours – WIP
Avg Hourly Rate		157.60	102.73	148.46	74.52		4. Ulibilicu livul 5 – Wif
3 Collected							
Hourly Fees		11,000.00	6,000.00	12,500.00	29,500.00	29,500.00	
Flat Fees		4,500.00	7,800.00	6,000.00	18,300.00		5. Money not collected
Contingent		0.00	8,500.00	0.00	8,500.00		
Collected Total	270,000.00	15,500.00	22,300.00	18,500.00	56,300.00	18,766.67	accounts receivable
Collection			20,000,000	200000000000000000000000000000000000000			accoming receivante
Realization Rate		78.7%	197.3%	95.9%	111.9%		
4 Unbilled Hours		75	100	55	230		6. Write offs
Unbilled Fees		15,750.00	21,000.00	11,550.00	48300		o. wille one
5 Accounts Receivable							
		Jan	Feb	March			
Total		\$13,100.00	\$15,100.00	\$19,500.00			7. Prospects
30 Days		\$5,600.00	\$6,200.00	\$9,500.00			
60 Days		\$1,500.00	\$2,500.00	\$4,500.00			
90 Days		\$3,000.00	\$2,000.00	\$1,200.00			
120 Days		\$0.00	\$900.00	\$1,500.00			
Over 120 Days		\$3,000.00	\$3,500.00	\$2,800.00			
					YTD		
6 Written Off		\$600.00	\$0.00	\$250.00	\$3,150.00		







Contemporaneous Time Entry

Punctuation, Grammar and Capital Letters
Matter

123

Run Pre-Bills on the 1st Business Day

Review Deadline

125

Understandable

Out by the 5th

127

Due Dates that Mean Something?

AR Plan

129

NO WORKING FOR FREE







3 Components

- The Money You Have Now
- Your Future Money
- Your Stuff



Bank Accounts

- Signers/Reconciling
- Bank Statement Review
- Signing Checks
- Sign off on Bank Reconciliations
- Stale Checks
- Uncleared Receipts
- Check Stock



135

Credit Cards

- Don't forget!
- Review statements
- Verify charges
- Watch for client costs
- Track like a bank account?
- Personal vs Business



Online Banking?

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Other Things...

- Line of Credit?
- Payroll?
- Accounts Receivables
- Reporting/Trends





The buck stops here...

Tips...

- Regular reconciliations (same rules...)
- Three Way Reconciliation
- Do not comingle funds
- Understand refundable/non refundable and your state rules



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