

REAL RESULTS

"It's a chance to get focused and rejuvenated, and the ideas are phenomenal, and we always benefit something from the workshop. We always have a great take on."

Richard Johnson, Plano, TX

"Most of the advice that comes out of this type of group is implementable right away. They make a very significant difference in not only my practice but also my life."

Ana Veliz, Miami, FL

"Be ready to play a bigger game than you used to play. You're going to be using tools where you can't fool yourself."

Mark Bobotek, Ellicott City, MD

"It's been a wonderful growth opportunity – an eye opener for me and for my firm as a result. Don't set on the fence very long if you really want to make a change in your life – the quality of your life and the quality of your practice. Go ahead and do it now. Don't wait."

Kim King, Tallahassee, FL

"I would strongly recommend anybody who's trying to get to the next level of their practice to consider this program."

Kevin Urbatsch, Pleasant Hill, CA

"Attending the Atticus program has been one of the most rewarding things I've ever done for myself and my practice. It has changed my way of thinking and practicing law."

Jason Naimi, Las Vegas, NV



Take Action Now

If you want a thriving practice and a great life, email grow@atticusadvantage.com



THE PRACTICE GROWTH PROGRAM™

Do you want more income, less stress and fewer interruptions?

Joining the Practice Growth Program™ enrolls you in an advanced coaching system designed to significantly increase your income, dramatically decrease stress and ensure you implement the fundamental practice management systems that reduce the firm's dependency on you.



Sooner vs. Later

Is it possible to learn what our coaches teach by reading popular business books or by watching management videos online? Not really. While an independent streak is admirable, the harsh reality of "doing it all on your own" is that you face many years of trial and error. You are delaying your success rather than accelerating it.

The Practice Growth Program™ puts you on an accelerated track with a higher concentration on marketing efforts.

It's Not for Beginners

Before joining, it is crucial that you and your firm are stable — meaning you must meet the minimum criteria to qualify:

- Your personal income is in excess of \$100,000.
- You have at least one full-time staff person.
- You're a solo practitioner, shareholder or partner in your firm.
- You are coachable.

How the Program Works

- Every quarter, the program kicks off with a live, day-and-a-half, coaching workshop, where we facilitate a step-by-step breakdown of turnkey law office systems into smaller, manageable action steps.
- These quarterly workshops introduce a high level of information, tools and systems — down to practical forms and specific scripts, processes and much more in four key areas: time management, marketing, staffing and cash flow. All designed to speed implementation and results. **Each session includes a relentless focus on marketing.**
- Each quarter, you will complete a My 90-Day Focus™. With each session, you will be rejuvenated, refocused, and reenergized to implement systems that you'd only hoped for in the past.
- You are assigned an Atticus team made up of a Program Advisor, Workshop Facilitators, a Certified Practice Advisor, a Resource Advisor and peers in your workshop. This team works arm-in-arm with you and your staff during your program to ensure results and bring out your best thinking. The team understands intimately the challenges you are faced with and how to overcome them.
- During your first year, our team will consult with, coach, encourage, make accountable, support and teach you the secrets to implementing all of the resources and tools. Doing so actually means you'll see real change, which will provide immediate and long-term benefits.

Certified Practice Advisors



It Can Work for You

- If you meet the minimum criteria, and are committed to growing your revenue at least 25% each year while creating more free time for yourself ... yes, it will work for you.
- If you are tired of working long days, having days filled with interruptions, finding it difficult to get home on time, concerned about finding good clients, dealing with staffing headaches, or your revenues are flat or declining ... yes, it will work for you.
- If you understand the *Critical Distinction* that the law firm is a business and it should serve your life, not the other way around ... yes, it will work for you.

Results to Expect

- 25% increase in gross revenue the first year.
- 15% decrease in time at the office.
- 20% increase in the average fee per file.
- Dramatic decrease in interruptions and stress.
- Ability to leave work on time, have weekends free, and a minimum of two weeks' vacation each year.
- Implementation of the four foundations of practice growth.
 - Time management
 - Marketing
 - Staffing
 - Cash Flow
- More control over your practice, personal time and independence.
- A highly functioning marketing process to attract high value clients.
- Increase in confidence, personal focus and productivity.
- Referrals from the other attorneys in your program. Most participants develop strong bonds with other members. Some co-counsel on cases, and partner on marketing ventures.

10

Reasons to Participate in the Practice Growth Program™

1 • Now is the Time. The window of opportunity to get a law firm truly working in your favor doesn't stay open forever. The legal market is more competitive than it has ever been. If the systems, coaching and support are available to make your life better, why not now? You have gone it alone for long enough.

2 • Relentless Marketing. Every resource that Atticus has brought to bear on client selection, exclusivity and rainmaking in the last 25 years is used in this program to keep your firm focused on attracting new, higher value clients in a predictable manner. Marketing will never be an after-thought again; it will be top of mind in your practice.

3 • Coaching Works. You will have access to the best coaches in the legal profession. Coaching keeps you focused on the most leveraged actions, guides you through difficult challenges and speeds up your ability to produce results. Working with coaches helps you increase revenues, decrease time in your office and dramatically reduce your interruptions and stress.

4 • Referrals from Other Attorneys. You will be shoulder-to-shoulder with entrepreneurial attorneys who practice in different regions and states. These new relationships will lead to trust, respect and good referrals.

5 • Return on Investment. Not only will your ROI be far greater than your investment, the greater return will come in precious intangibles: personal freedom, independence and being surrounded by high level peers that challenge you.

6 • Turnkey Solutions. You will receive access to the Atticus Implementation System™ containing tools for time management, marketing, staffing and cash flow. These systems are implemented in controlled, customizable and manageable bites. As you institute these systems, staffing headaches will reduce and revenues will increase.

7 • Accountability. With all you have going on, we understand it's hard sometimes to stay focused and on track. To help ensure you don't lose traction, we've established an accountability process that is designed to keep you moving.

8 • Best Staff Ever. We know you have a good team in your office, otherwise you wouldn't have gotten this far. Throughout the program, you will be challenged to take your team to the next level and create a firm that is no longer dependent on you. Performance Scorecards and performance-based compensation concepts are just two innovations that will dramatically re-engineer your practice.

9 • Cash Flow Focus. You will be introduced to strategic calendaring strategies, effective pricing and technology to boost your firm revenues. You'll use a tool called The Cash Flow Focuser™ to build cash reserves, maintain low levels of debt, and a healthy financial foundation.

10

The Atticus Guarantee! If you decide after your first workshop that the program isn't for you, we will provide you with a full refund. This should give you the peace of mind necessary to commit to the program.