



Entrepreneur Attorney Group

Wednesday, May 8, 2019

Today's Topics



Books and guides as
lead generators



Creating multi-tiered
sales system to
accompany your book

AWARENESS

Create awareness through events, blogs and other content

INTEREST

Nurture leads with targeted content such as email marketing and newsletters

CONSIDERATION

Provide product information to prospects: case studies, free trials, and email campaigns

INTENT

Focus on unique value proposition: demos and walkthroughs

BUY

Prospects become clients after a sales transaction. The process of retention starts.

Books and
Guides: i.e.
*Lead
Generators*

FAQs and SAQs

Long, short, fat, skinny, color,
black & white, digital, print

Repurpose and reframe

Books and
Guides: i.e.
*Lead
Generators*

FAQs and SAQs

Long, short, fat, skinny, color,
black & white, digital, print

Repurpose and reframe

- FAQ triggers SERP
- SAQ shows you're a pro

Books and
Guides: i.e.
*Lead
Generators*

FAQs and SAQs

Long, short, fat, skinny, color,
black & white, digital, print

Repurpose and reframe

Data capture (e.g. name and
email)

Books and
Guides: i.e.
*Lead
Generators*

FAQs and SAQs

Long, short, fat, skinny, color, black & white, digital, print

Repurpose and reframe

Data capture (e.g. name and email)

Follow up sequence (w/ more data capture)

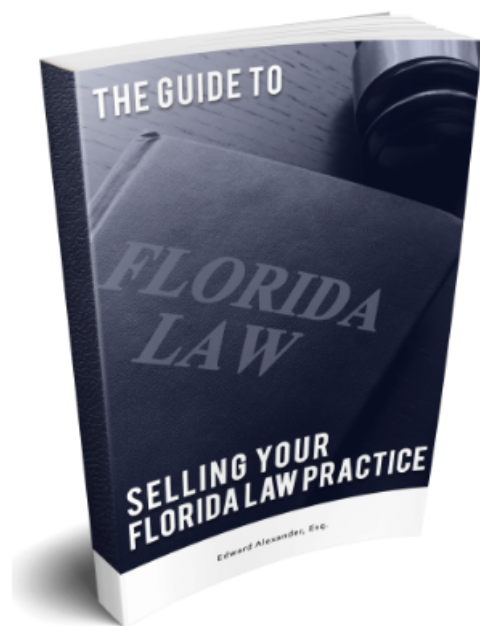
Working with Alexander Abramson

If you are one of the thousands of attorneys nearing retirement age, take an extra second to think about how you want to exit your law practice. There are only four ways that you can leave your firm, and I urge you to consider doing so in a way that lets you profit from your years of hard work.

As a successful attorney you should be excited about the potential of transferring your firm to a younger attorney, preserving your firm's good name, and increasing your retirement fund. With the right help and the right advisors, **you can profitably and successfully exit your law practice**—it just takes some extra planning!

Regardless of whether you want to sell by the end of the year or in 5 years, the first step on your path to selling your law firm and capitalizing on the investment you've made is an Alexander Abramson **Sale Readiness Assessment**.

We will help you identify your firm's strengths and weaknesses and develop a transition strategy that fits your circumstances. **Call us today (407) 649-7777 or email us info@AlexanderAbramson.com to schedule a Sale Readiness Assessment.**



Or if you want to read more about the law firm sale process, you can download a free copy of our Guide to Selling Your Florida Law Practice. Inside you'll learn all about this process, how to estimate the value of your firm, how to prepare your firm for sale, and much more. At the end of the day, downloading our guide sets you apart from other attorneys and says very loudly, "I want to..."

BENEFIT FROM MY HARD WORK!

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As a successful attorney, you know that your law firm's good name, and increasing your retirement income is a top priority. Selling your law practice—it just takes some extra planning.

Regardless of whether you are planning to sell your law firm, capitalizing on the investment you've made in your law practice is a top priority.

We will help you identify the best way to exit your law firm. Call us today (407) 649-7777 or email us info@alexander.com

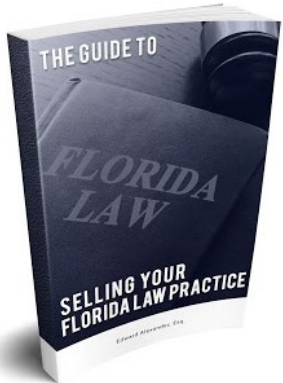
or email us info@alexander.com

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Ready to Realize the Benefits of Your Most Valuable Asset?

E-mail Address

First Name

Last Name

Be sure to use an email address where you're comfortable receiving emails about selling your law practice.

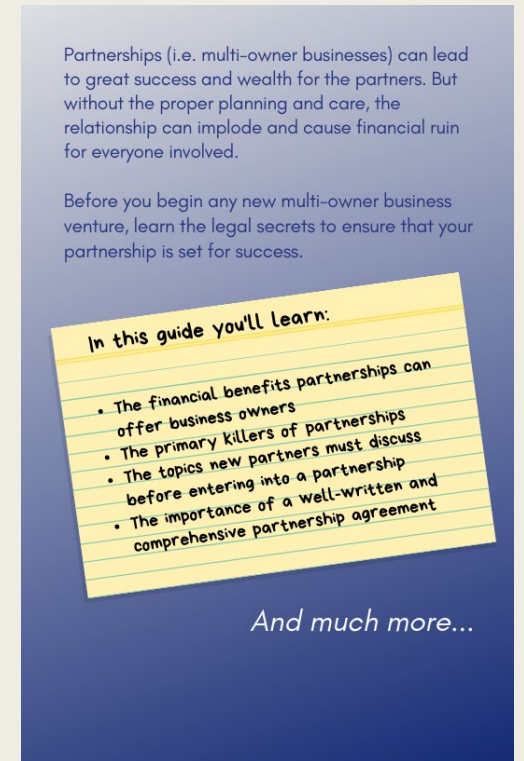
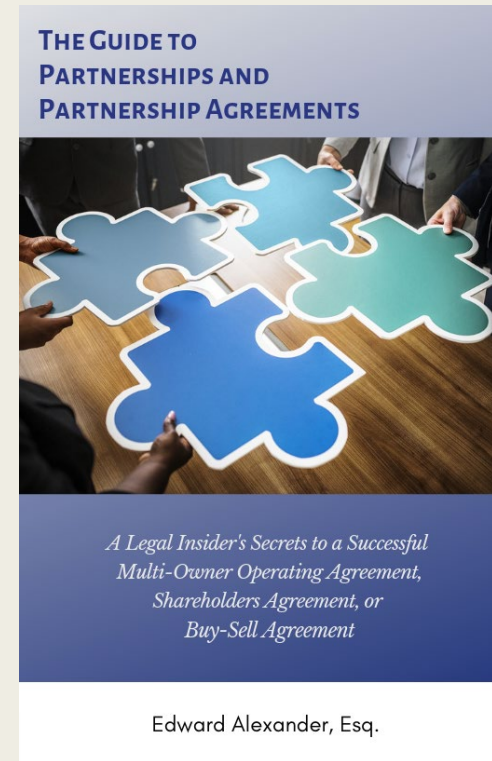
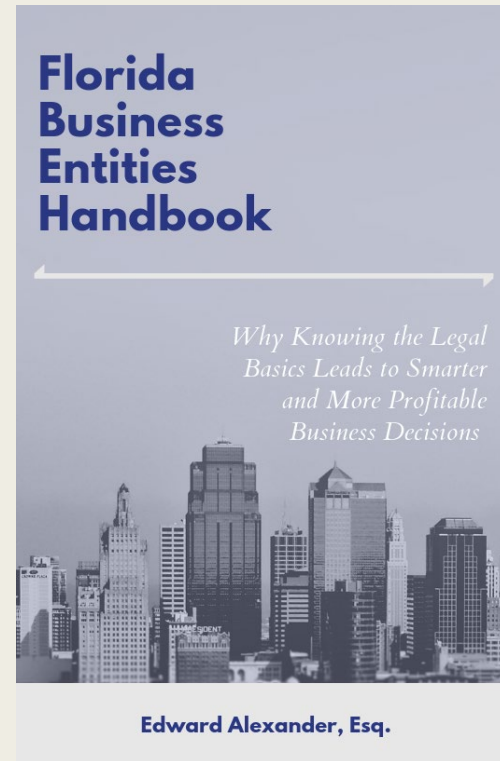
Yes, I consent to receiving great emails from Alexander Abramson about benefiting from the sale of my most valuable asset.

I'm Ready!

Privacy Policy: We hate spam and promise to keep your email address safe

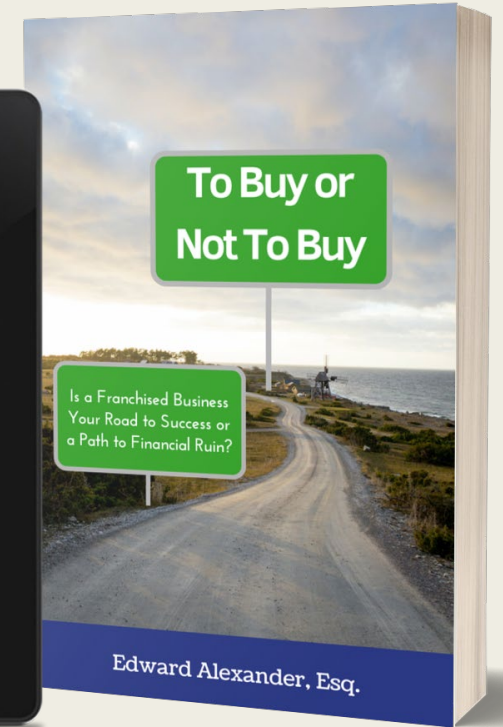
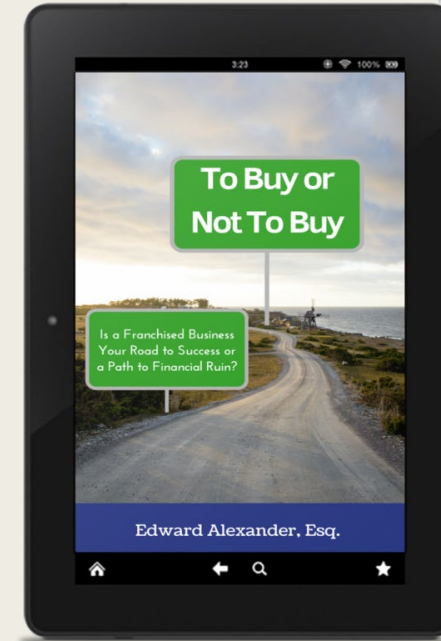
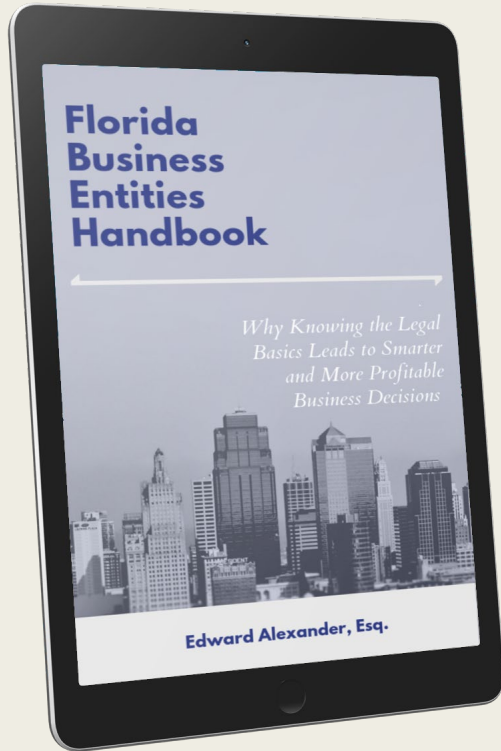


Selling Your Florida Law Practice. Inside you'll learn all about this process, how to



LEAD GENERATORS: HELPFUL RESOURCES

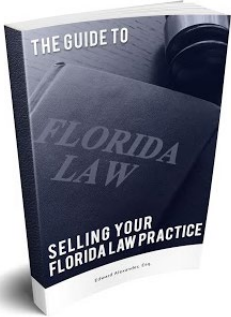
Canva.com (free): Ebook covers, graphics, etc.



LEAD GENERATORS: HELPFUL RESOURCES

Diybookcovers.com (free): 3D covers and book templates

all) you sell for well below what your firm is worth



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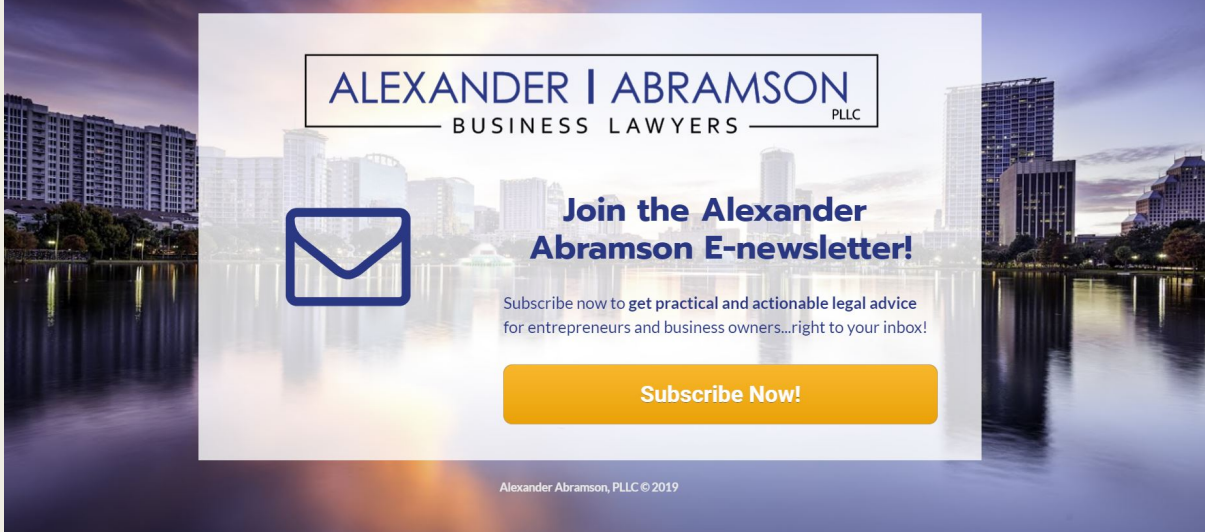
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BUSINESS LAWYERS

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LEAD GENERATORS: HELPFUL RESOURCES

Leadpages.net (\$300/yr): landing pages & popups



THE SALES SYSTEM OR
“WHAT DO I DO WITH ALL
THESE LEADS?”



Sales System and Lead Generators

What does ideal client look like at different points in sales funnel?

Do you only “sell” at one point in the funnel?

What do you do for the client?
What specific services?

If you can't articulate clearly, lead has NO idea either!

Sales System and Lead Generators

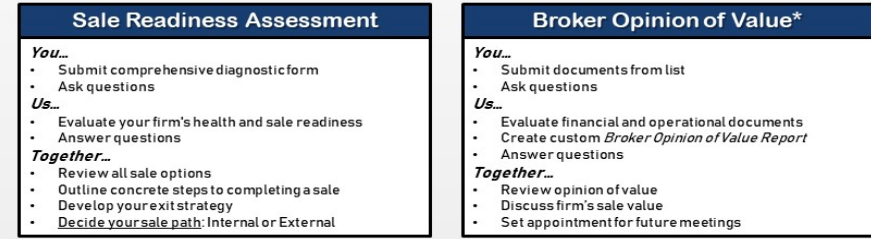
Create sales system that sells at multiple levels of funnel

If possible, engage lead at whatever level they enter funnel

Clearly state what you do at each stage and how to progress

Sales System: Law Practice Sale

Path to Selling Your Law Practice



Sale Readiness Assessment

You...

- Submit comprehensive diagnostic form
- Ask questions

Us...

- Evaluate your firm's health and sale readiness
- Answer questions

Together...

- Review all sale options
- Outline concrete steps to completing a sale
- Develop your exit strategy
- **Decide your sale path:** Internal or External

Broker Opinion of Value*

You...

- Submit documents from list
- Ask questions

Us...

- Evaluate financial and operational documents
- Create custom *Broker Opinion of Value Report*
- Answer questions

Together...

- Review opinion of value
- Discuss firm's sale value
- Set appointment for future meetings

Internal Sale

Internal Sale Preparations

You...

- Locate buyer
- Critical conversations
- Prepare firm for transition
- Ask questions

Us...

- Prepare letter of intent
- Negotiate overall terms
- Answer questions

Together...

- Discuss transaction documents
- Discuss sale terms
- Set timeline for transition

Transaction and Doc Prep

You...

- Submit requested info
- Ask questions

Us...

- Prepare purchase agreement
- Prepare partnership or of counsel agreement
- Establish overall sale terms
- Answer questions

Together...

- Review transaction documents
- Discuss internal transition

External Sale

Marketing and Listing Conference

You...

- Provide information about competitors
- Be available for phone or in-person conference
- Ask questions

Us...

- Describe marketing process and expectations
- Answer questions

Together...

- Discuss listing agreement and firm marketing
- Set appointments and timelines for sale

Buyer Search Process

You...

- Be available for in-person buyer meetings
- Ask questions

Us...

- Conduct search for *qualified* buyer
- Set up in-person meeting
- Facilitate negotiations and purchase offers (e.g. LOI)
- Answer questions

Together...

- Meet with qualified buyers
- Review offers to buy your firm

Transaction Preparations

You...

- Continue to run your firm

Us...

- Contracts
- Transfer lease
- Answer questions

Together...

- Conduct client notices
- Assist with due diligence process
- Satisfy LOI or contract contingencies

Sale Closing

You...

- Submit requested documents and info
- Be available for timely conversations
- Attend closing as per purchase agreement

Us...

- Draft final closing documents and agreements
- Conduct necessary lien and judgement searches
- Aid with obtaining third-party consents

Together...

- Review and sign final closing documents

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Sales System: Law Practice Sale

HOMEWORK: Create a lead generator!

Identify a service area and think of a handful of FAQs & SAQs

Cobble together prewritten articles on similar topics

What sales system can you build for this lead generator?