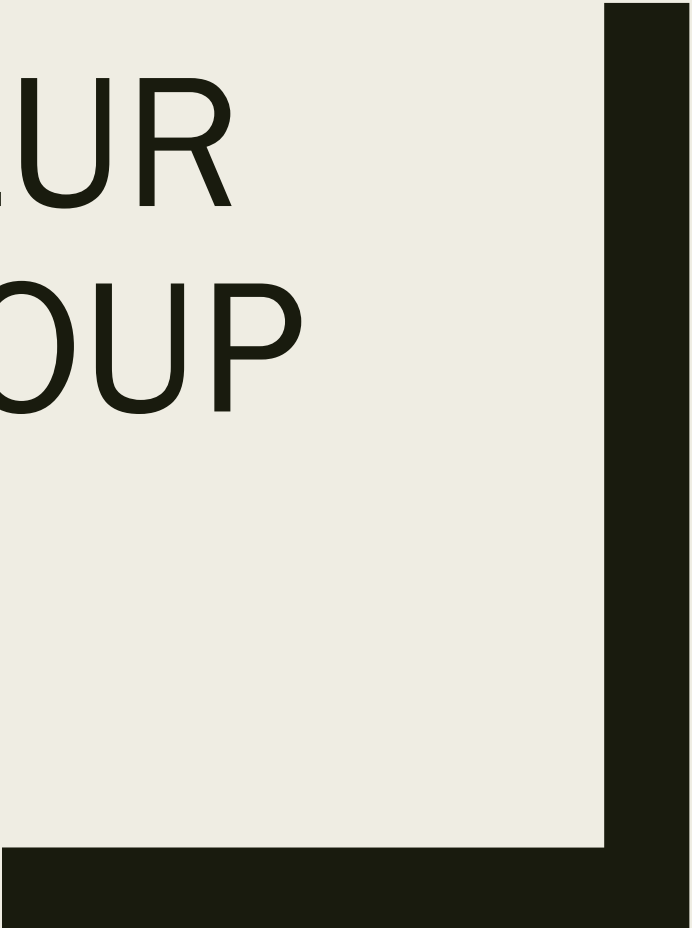




ENTREPRENEUR ATTORNEY GROUP

March 11, 2020



Today's Topics

Social Media Recap

Legal Product Development

Social Media: Recap in Three Saws

Engagement breeds engagement

Not one-and-done

Different strokes for different folks

Social Media Strategies

What platforms are you/your firm on currently?

- Is that where your clients are?

What is the status of those accounts?

- E.g. Full bio, consistent branding and messaging

Are you developing an improvement strategy?

- What steps?

LEGAL PRODUCT DEVELOPMENT



Legal Product Development



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



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

Why Productize Legal Services?

Clarity for *clients*

- Know what they're getting

Clarity for *you*

- Holes in the services?

Increase sales

- *Differentiating factors*

Partnership Design System

Step 1: Partnership Design Session

- **Discuss the 21 parameters** that are vital to every partnership
- **Establish consensus** on all partner expectations and goals
- **Record partners' decisions** on Partnership Design Roadmap

Step 3: Agreement Review and Execution Meeting

- **Review partnership agreement** word by word and answer any and all questions
- **Identify parameters** of Partnership Design Roadmap
- **Execute agreements** and issue Membership interests
- **File all necessary documents** with the state

Step 2: Partnership Agreement Preparation

- **Prepare your fully-customized partnership agreement** using decisions recorded on Partnership Design Roadmap
- **Issue copies to all partners** to review prior to Agreement Review and Execution Meeting

Step 4: Post-Execution Q&A Period

- **Call or email us with any questions** about the partnership agreement for 30-days after the execution of the agreement
- **Guaranteed response** from team member within 48 business hours

Law Firm Sale System

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

External 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

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

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

Buyer Search Process

You...

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

Us...

- Conduct search for qualified buyer
- Facilitate negotiations and purchase offers
- 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

*For an internal sale, a broker opinion of value may not be necessary if you have an internal buyer already lined up and a sale price has been agreed to by both parties.

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

Broker Opinion of Value Process

Stage 1



You sign engagement agreement & submit initial payment



We send document list for broker opinion of value



You gather & submit required documents

Stage 2



We conduct preliminary review of submitted documents



Schedule call to discuss add backs, deductions, and other items



We prep recast & determine range for most probable selling price (MPSP)

Stage 3



We provide draft broker opinion of value



Schedule call to discuss final recast and draft BOV



We send you the final BOV

Rise of the “Rundle”

Confidence > More Choice

- Business has mistaken “choice” as a good thing. Consumers want less choice, but instead, more confidence in the choices presented to them. –Scott Galloway

Flywheel: Amazon

- Bundle services and products (2-day shipping, Prime Video) into subscription service (i.e. Amazon Prime)

Rundles increase consumer loyalty and repeat business

Corporate Veil VIP Program

VIP BASIC

\$550
/year

- ✓ Mail out annual Corporate Compliance survey (completed and returned by mail).
- ✓ Draft proper notices, waivers, & minutes of annual meetings.
- ✓ Mail reminder letter & send reminder email at least 30 days before Annual Report due date.
- ✓ Keep duplicates of company's governing documents in-house.
- ✓ Two scheduled 20-minute phone calls to answer legal questions.

Choose Plan

*Only companies formed and doing business exclusively in FL can enroll in VIP plan.

VIP PLUS

MOST POPULAR

\$950
/year

All VIP Basic features PLUS...

- + File company's Florida Annual Report on or before due date. Filing fees included!
- + Serve as Registered Agent (if Florida company) or coordinate with Registered Agent (if out-of-state company).
- + Hold in-office meeting with owners to review Corporate Compliance survey.

Choose Plan

*Plus out-of-state registered agent service fee (if non-FL entity).

VIP PLATINUM

\$1399
/year

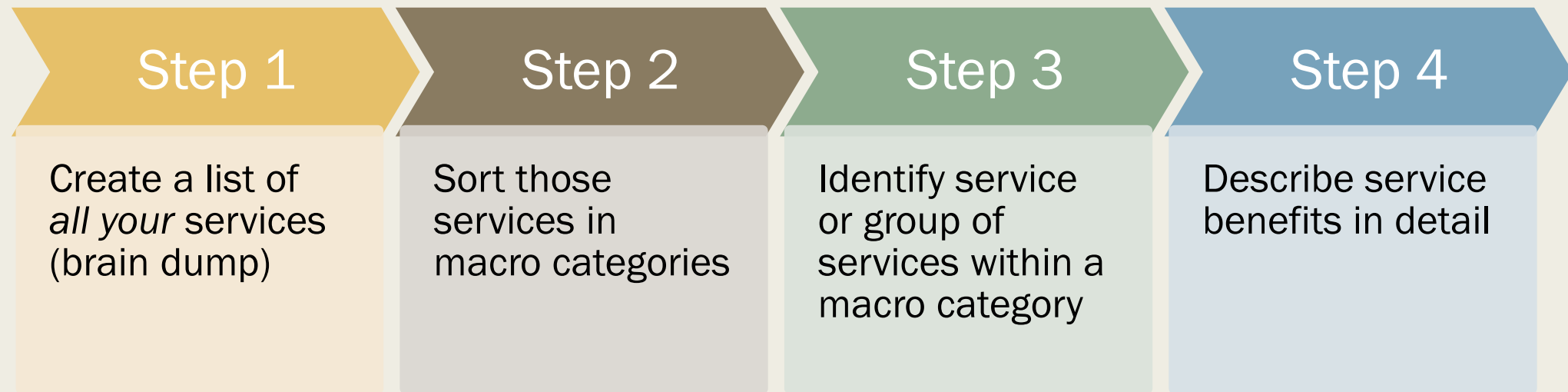
All VIP Basic & VIP Plus features PLUS...

- ★ Conduct Annual Risk & Reward Assessment to gauge owners' liability protections & measure business' legal risk & exposure.
- ★ Hold meeting to review Risk & Reward Assessment, develop goals & strategies, & maximize opportunities for growth.

Choose Plan

*Plus out-of-state registered agent service fee (if non-FL entity).

Productizing Your Legal Services



Next Month et al.

- Topics? Suggestions?
- Anyone want to present?