

Do What Yourself?

By the time I sold my firm, I was doing very little of the day to day activities of the business myself, which meant I only had to work 2-3 days a week.

Nice, right?

Yes, very nice. But, there are some times and some activities that call for you to suck it up and do it yourself.

Especially when you are just starting out.

When I first started out, I did just about everything myself.

I did my own intake with new clients.

I did my own drafting of legal documents.

I set up my own marketing events.

I remember the first seminar I did and I was carrying the flowers, the projector and the screen in – all myself.

I did it myself because that was my only option. And I didn't have the cash flow to do it any other way.

I did what I had to do to make it work. No excuses.

One of our newer Personal Family Lawyers met with 11 new prospects last month and engaged 9 of them.

She did all her own intake, set up her own marketing events, and is drafting her own documents.

Will she keep doing it that way forever? No, absolutely not.

But, that's what she needed to do in the beginning.

So don't get me wrong. I want you to learn how to outsource and delegate and stop answering your phone so that you are prepared to get busy.

I want you to know how to let go of control and what to let go of first and how to train your people when you are ready for people.

But, in the beginning, do it yourself. Learn your scripts, learn your systems, discover what it's like so that when you bring people on you can know if they are doing it right.

And then, bring people on intentionally to replace you, slowly but surely.

Make sure to bring on the next person you need before you are desperate to find someone so you can really find the right people for you and your business.

Train each person you bring on well and accept that you can and should have high standards. Remember, each person in your office is a reflection of you.

Do these things and within a couple of years you can be working just a few days a week in your office while your office hums along without you.