A large, stylized red target with concentric white and red rings. A red dart with a gold-colored barrel and a silver tip is shown hitting the center bullseye. The target is positioned on the left side of the slide, and the dart is angled towards the center.

50 Ways to Grow Your Practice in 2011 and Beyond

Presented by Nora Riva Bergman

real life practice
a sound balance

ATTICUS[®]
Guiding Your Practice[™]

THE BIG PICTURE

1

Understand that you
cannot manage time.

You can only
manage yourself.



THE BIG PICTURE

2

Be aware of bad habits.
Get rid of them.

Up to 90 percent of our behavior
is based on our habits.

THE BIG PICTURE

3

Install new habits.

It typically takes 21 days to install a new habit.

We are what we repeatedly do.

Excellence, therefore, is not an act, but a habit.

—— Aristotle

THE BIG PICTURE

4

Take 30 minutes
to plan your week.

- Reconnect to your mission
and block time for you goals.
- RO1=4-1

5

THE BIG PICTURE

Take 10 minutes at the end of your day to plan the following day.

- Know your CI for the next day.

6

IT'S ALL ABOUT FOCUS

What is the most important question you can ask yourself?

"Is what I'm doing right now the highest and best use of my time?"

IT'S ALL ABOUT FOCUS

7

Learn to manage interruptions.

If you cannot manage your interruptions, then you will never be able to focus on anything.

IT'S ALL ABOUT FOCUS

8

Stop interrupting yourself!

- Close your door.
- Create visual cues.
- Give your team permission to help you!



IT'S ALL ABOUT FOCUS

9

Listen to music.



IT'S ALL ABOUT FOCUS

10

Put an end to "Lurk & Blurt"

- Ask your team to batch their questions.
- Batching is a great teaching tool.

IT'S ALL ABOUT FOCUS

11

Huddle, baby, huddle.

- Stand-up meetings.
- 15 minutes before lunch and 15 minutes at the day's end.



IT'S ALL ABOUT FOCUS

12

Use **SMART** rules for delegation.

- Specific
- Measurable
- Accountable
- Realistic
- Timelines

IT'S ALL ABOUT FOCUS

13

Create a **Power Hour** for yourself.

- The more you **think** you can control your calendar, the more you will try to control it and the more you **will** control it.
- Similar tasks can be done up to four times faster.

IT'S ALL ABOUT FOCUS

14

Chunk it down.

- 15 to 30 minutes of focus are better than none.
- Even 5 to 10 minutes of focus can make a difference.

IT'S ALL ABOUT FOCUS

15

Apply David Allen's "2 Minute Rule"

- If it will take less than 2 minutes, do it right away.
- If not, defer it, delegate it or dump it.

16

IT'S ALL ABOUT FOCUS

Get ready for vacation.

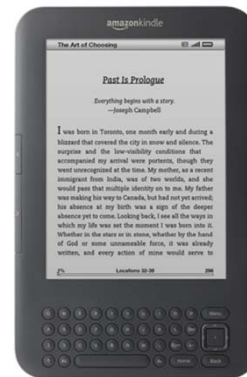


NOT JUST PRODUCTIVE — EFFECTIVE

17

Take your reading with you.

Get a Kindle or an iPad.



NOT JUST PRODUCTIVE — EFFECTIVE

18

Get a good digital recorder.

Sony ICD-PX820D or other recorder compatible with Dragon Naturally Speaking.



NOT JUST PRODUCTIVE — EFFECTIVE

19

Use your car as your classroom

- Listen to audio CLE
- Fiction
- Business, self-improvement
- www.audible.com



DON'T LET EMAIL RUN YOUR LIFE

20

Keep your inbox close to empty.

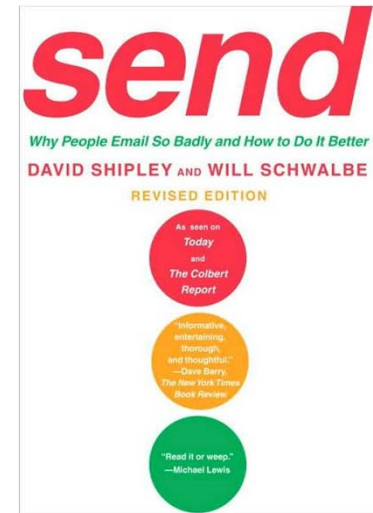
- Set aside time to review & respond.
- Move email to the appropriate folder as soon as you have read it.
- Simplyfile or Xobni

DON'T LET EMAIL RUN YOUR LIFE

21

Create folders that work for *you*.

- Deadlines
- ASAP
- Delegated
- Clients
 - Folder for each client
 - Subfolder
- Archive
- Reference



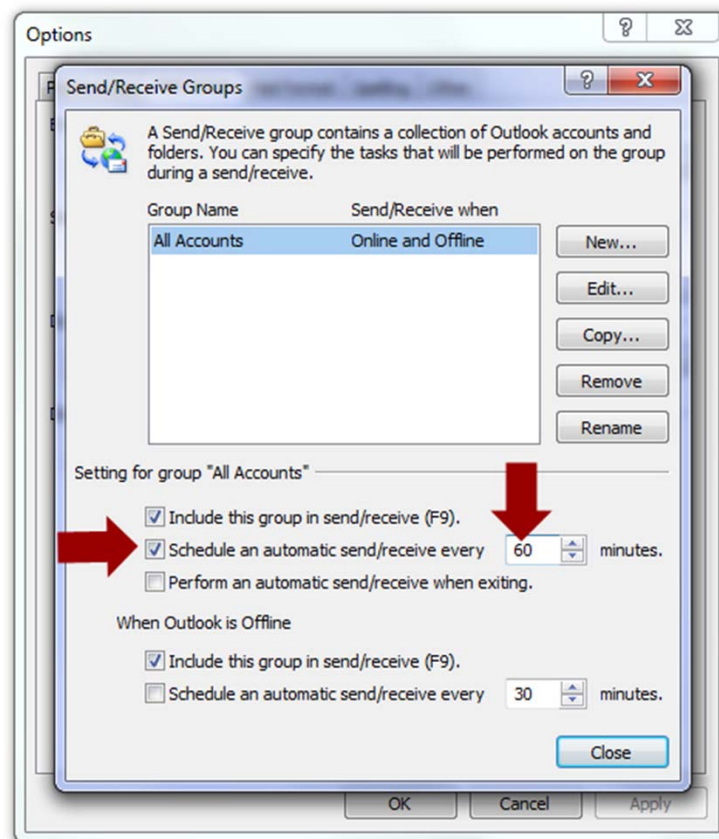
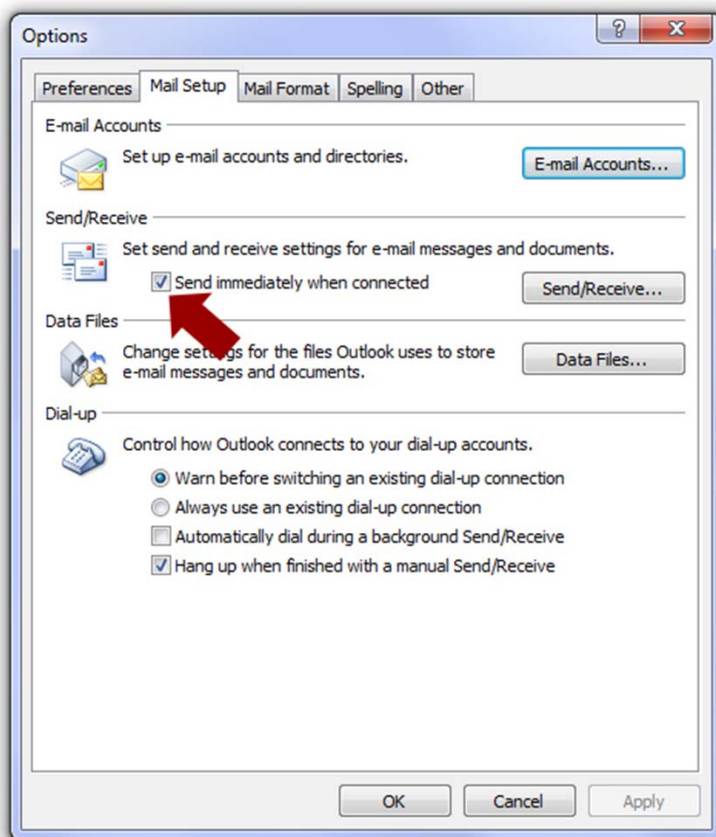
DON'T LET EMAIL RUN YOUR LIFE

22

If you're not on an Exchange server, set your email to "send/receive" only every 60 minutes.

- Click on Tools, then Options.

DON'T LET EMAIL RUN YOUR LIFE



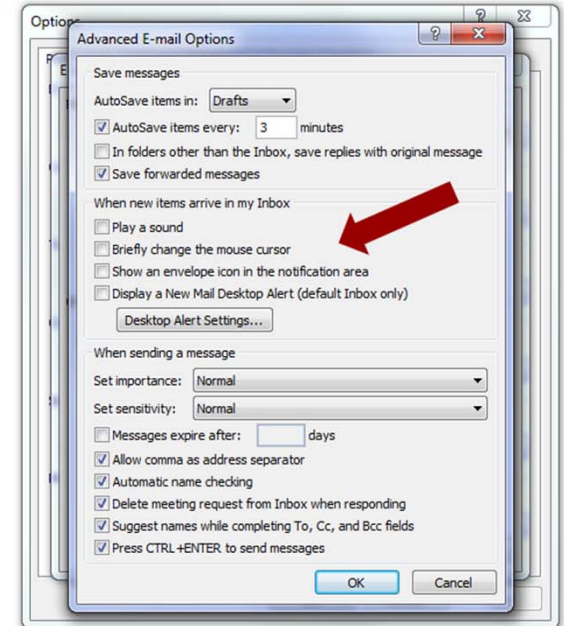
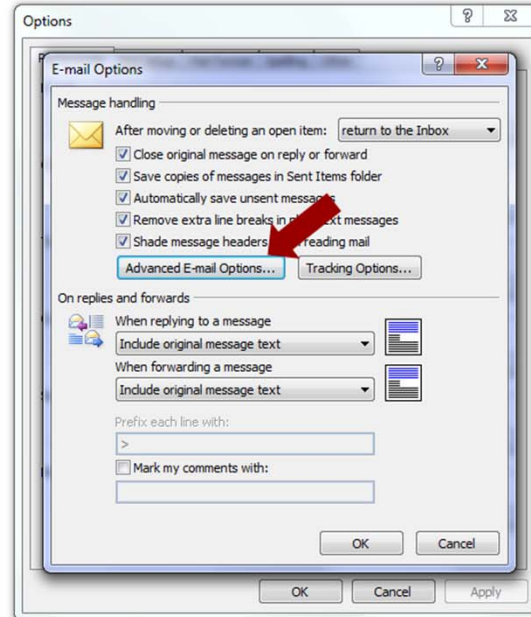
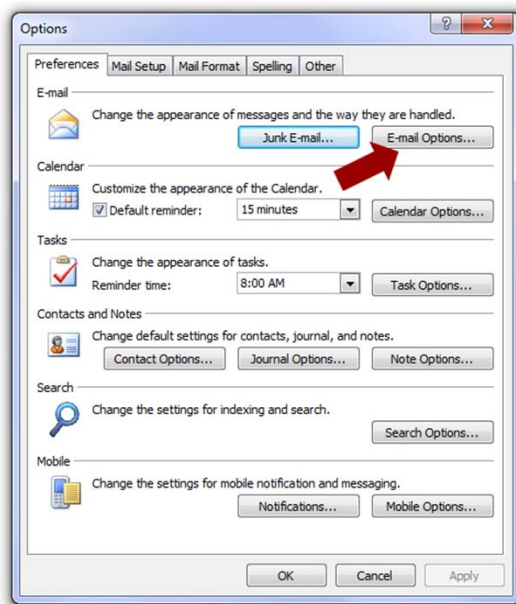
DON'T LET EMAIL RUN YOUR LIFE

23

Turn off alarms and notices.

- Click on Tools, then Advanced, then Options.

DON'T LET EMAIL RUN YOUR LIFE



GIMME A BREAK

24

Take “Essential Breaks”

- Only 2-3 minutes
- Deepen and relax your breathing
- Change your view; catch some light
- Re-balance your posture
- Sip ice water
- Enjoy a moment of humor
- Add some inspiration
- Eat smart: mid-morning and mid-afternoon

GIMME A BREAK

25

Take a walk.



SOFTWARE & THE CLOUD

26

Get and use case management software.

- Credenza
- Amicus Attorney
- Clio or Rocket Matter
- Needles
- Client Profiles

SOFTWARE & THE CLOUD

27



SOFTWARE & THE CLOUD

28

Bring your dictation
into the 21st Century.

- Dragon Naturally Speaking
- www.speak-write.com

SOFTWARE & THE CLOUD

29

Get and use anti-spyware software

- Malwarebytes
- Avast!
- Microsoft Anti-spyware

SOFTWARE & THE CLOUD

30

Get Google Desktop or Copernic.



SOFTWARE & THE CLOUD

31



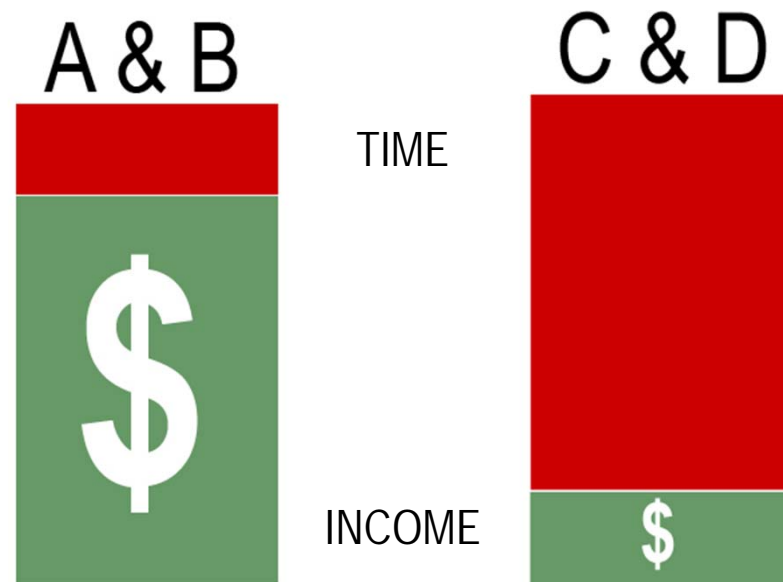
Make video conference calls
from your computer for free.

DON'T LET CLIENTS RUN YOUR LIFE

32

Fire a few clients.

Remember the 80/20 rule!



REMEMBER THE 80/20 RULE!

33

100 CLIENTS = \$100,000

20 A clients = \$80,000

80 Others = \$20,000

Increase A clients by 25 percent.
That's 5 additional A clients = \$20,000.

STOP TAKING "D" CLIENTS!

34



DON'T LET CLIENTS RUN YOUR LIFE

35

Focus on your best clients.

Treasure your A & B clients.

Focus on getting more of them!

YOU CAN MAKE IT RAIN

36

Know who your A clients are
and where they come from.

YOU CAN MAKE IT RAIN

37

Know what's unique
about you and your firm.

THE LASER TALK

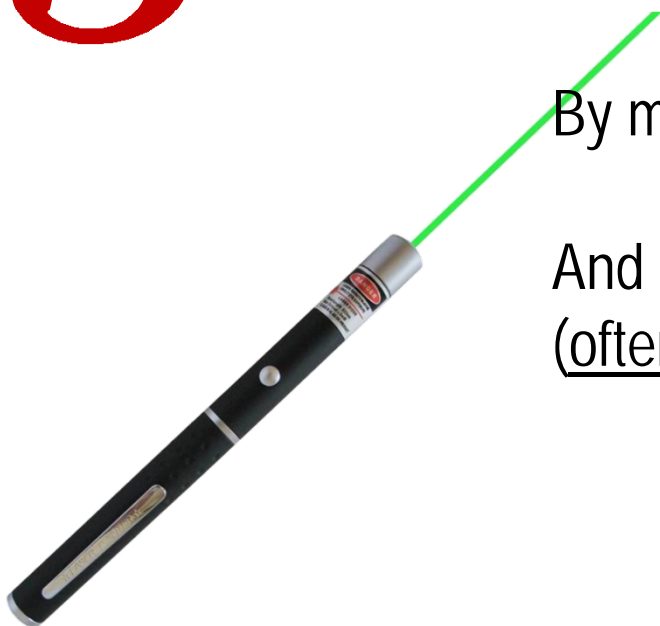
38

I support: (specific description of client)

In their desire to (benefit or value statement)

By means of: (how I deliver those promises)

And what is unique about my practice is:
(often what you might consider a weakness)



YOU CAN MAKE IT RAIN

39

Have a plan.



3 MARKETING CONTACTS A WEEK

40

Plan on one hour.

Lunch or dinner.

Building rapport.

Relationship, relationship, relationship.

ASKING FOR REFERRALS

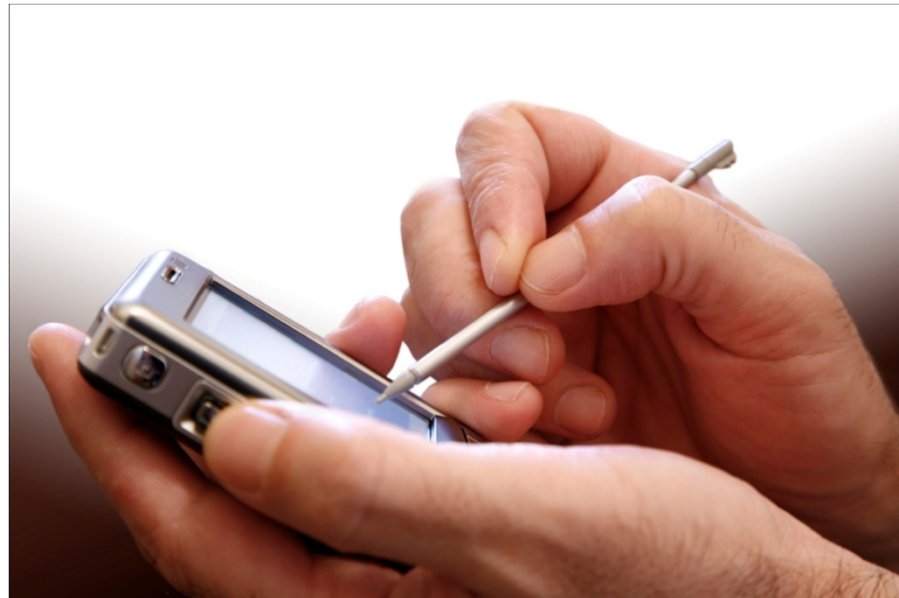
41

Let your best referral sources know that the practice thrives on referrals from people like them.

ADDING NAMES

42

Add at least five new contacts to your list every month.



THANK YOU HABIT

43

Thanking your referral sources every time they send a referral will reinforce your referral base.

This is vital to maintaining your referral relationship.

Make the thank you personal.

SHARPEN THE SAW

44

Read a marketing book, article, or attend a workshop once a quarter.

Sharpening the saw keeps you in action and motivated to promote your firm.

GET SOCIAL

45



500,000,000+ people on Facebook
200,000,000+ people on Twitter
85,000,000+ people on LinkedIn

46

Facebook



LinkedIn



GET SOCIAL

GET SOCIAL

47



48

GET SOCIAL

Other social media sites.



CRANK IT UP!

49

Get intolerant!

Eliminate your tolerations.

What is a toleration?

- Messy desk, office
- Dented fender
- Scratched wall
- Broken stapler
- Overdue dentist/doctor visit
- Out of control junk drawer
- Broken wheel on your chair
- Bad cell phone reception

CRANK IT UP!

50

Take 15 minutes for yourself
at the end of the day.



AND FINALLY ...

51 Have fun!

*People rarely succeed
unless they have fun in
what they are doing.*

— Dale Carnegie