

TESTIMONIAL

“Matthew identified in the blink of an eye a niche market and network that will change the shape of our new firm for years to come. Matthew’s profitable ideas are infectious and second to none.”

Paul Dent | Principal
Paul Dent Lawyers



STRATEGIES IMPLEMENTATION MARKETING RAINMAKING

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Double the value of your law firm

with the

**PRACTICE
GROWTH
PROGRAM**



overview

The Practice Growth Program is a comprehensive system for **business growth developed specifically for law firms** over 30 years.

What does the program achieve?

Major profit growth. Not subtle achievements, we're talking about doubling the value of your law firm.

How does it achieve it?

By taking proven (unique) methods and adapting them to suit the requirements of your firm. Some key areas include:
(more information on each of these topics can be found throughout this booklet)

STRATEGY PLANNING: • Identify your current position, goals and best opportunities
• Create a comprehensive strategy to achieve new targets

ORGANISATION: Getting your firm growth ready - identifying and overcoming roadblocks to growth.

MARKETING: Creating a marketing plan and overseeing the development and direction of all material

MAXIMISING CURRENT CLIENT VALUE: Educating clients to use your full array of services.

CREATING HIGH VALUE NETWORKS: Creating powerful collaborative relationships

RAINMAKING: Turning contacts into clients and introducing new clients to you..

IMPLEMENTATION: Doing, not talking. This is not a manual for you to follow on your own. We know you don't have time to do it, so we get our hands dirty and do it for you.

Why do law firms need it?

Because business development and marketing in law firms tends to be all talk and no action due to poor advice and lack of time.

It's a problem that most law firms face, but only the most successful address. Being a great lawyer tends to come hand in hand with logging significant billable hours, but this leaves little time for business development & marketing (around 1% on average). The option of making more time available means time away from profitable billable hours so the exercise gets shelved, given to the wrong person to handle or treated as a dip our toe in the water and hope for a miracle project.

Who is your most profitable potential client
and how are you attracting them?

INTRODUCING YOUR STRATEGIST (Matthew Brannelly)

• Strategies • Implementation • Marketing • Rainmaking

Matthew Brannelly is setting new benchmarks in legal industry business growth, providing a complete service as a strategist, facilitator, marketer and rainmaker.

Matthew is not a talker, but very much a do'er, with the credentials to back up his advice. With an Economics Degree and 30 years of industry experience, Matthew has evolved his strategies over several decades in real practice. Previous roles include Founder of the Brisbane Junior Chamber of Commerce, Chairman of the Brisbane Bandits professional baseball team and Director of Commerce Queensland among others. Rest assured, Matthew's strategies are not based on theory, but proven methods that he himself has achieved. Every challenge Matthew sets for your business, he has the genuine credibility and experience to help you achieve it.

After building his own successful company (and subsequently selling) in the finance industry, Matthew created networks in the 1990's of established legal firms, accounting firms and financial advisors to work collaboratively on Business Succession opportunities and leverage from each other's connections. It was known as the Plan-Net Professional's Network and the results consistently exceeded all expectations. After refining the collaboration model and working on a financial level with legal firms for many years, Matthew developed a highly advanced system specifically for law firms. He is now sharing his secrets as a specialist consultant.



Time to make a call on a new direction. Up!

Change won't happen in business by itself. If you want action and true growth in your law firm, it's time to engage Matthew Brannelly.

BUSINESS GROWTH GUARANTEED!

Yes, we know it works. Yes, it will work for you if you engage Matthew's expertise. With a rare, specialised combination of skills and a proven track record, we will happily guarantee your satisfaction. If you complete the first three months and are not satisfied we will refund your money. Nobody has ever asked for the refund. The fact is that Matthew always delivers results.



STEP 7: Collaborative Professional Relationships

(month 10)... Build Commitment

- Create powerful relationships with existing, underutilised contacts
- **Workbook: The Magic of the Ripple Effect**

STEP 8: Rainmaking

(months 9 and 10)...

- Identify opportunities and take action to convert into revenue
- Developing relationships that will take you to your "Ideal Clients"
- **Workbook: High Value Client Acquisition**
- **Workbook: The Magic of Rainmaking**

STEP 9: Accountability

(months 11)... Build Opportunity

- Implement systems and procedures to change habits that encourage accountability for Business Development activities
- **Workbook: 10 Steps Report Card**
- **Workbook: Activity Based Revenue Report**

STEP 10: Outcomes

(Ongoing)... Structured Approach to marketing and Business Development

10.1 Branding and Positioning

- Improved communication about key services and benefits to clients
- Refocused website with clearer, client focused benefits and messages
- Creating a marketing platform
- Alignment of corporate message to your ideal client market

10.2 Structured approach

- A coordinated and structured approach to marketing and business development

10.3 Increase in advertising efficiency

- Improved return/efficiency of advertising investment (SEO etc)
- Higher enquiry rates, higher conversion rates
- Lower cost per enquiry received

10.4 Client intake

- Specific process to increase conversion rate and reduce time lag from enquiry to engagement
- Increase accountability by producers

10.5 File close procedure to identify new opportunities

- Implement to increase client spend by identifying new opportunities for legal services

10.6 Converting of clients into new opportunities

- Campaign to introduce new services to address current needs

10.7 Collaborative professional relationships

- Creating profitable relationships with professional firms
- Reinvigorate existing relationships

10.8 Implementation of an internal sales pipeline program

- A communication program to remain top of mind with clients, contacts and family members
- Seasonal marketing campaigns to generate opportunities to re-engage with clients

10.9 Implementation of external sales pipeline program

- Implement systems to optimise value of inbound enquiries

10.10 Staff engagement

- Producers and support staff more aware of their responsibilities for business development

10.11 Database optimisation

- Through the use of the new matter form, a client intake form and a file close procedure, database will become a more valuable tool for business development and maintaining relationships with clients and contacts

10.12 Client communication platform

- News letter to be used to remain top of mind with clients, contacts and family and also to assist support SEO strategy by regularly adding content to website

10.13 Accountability

- Accountability for business development activities will be achieved through mentoring and reporting which will create long term changes in BD habits



Is your current structure causing you to miss opportunities?

Traditionally lawyers are reactive to demands from clients with matters being of a single transaction basis. As a result, law firm Good Will is valued significantly lower than an accounting firm which has repetitive workflow creating recurrent revenue streams.

Additionally, lawyers are typically positioned as "hired guns" that are identified by their expertise in a particular field. As a result, silos are built within firms based on technical areas, where clients may not be exposed to the other skills within the firm. As a result significant leakage of potential legal work may occur.

A solution is to adopt a holistic approach to clients – where the lawyer's role is to understand a client's total business and personal affairs and provide pro active legal / business counsel. This requires a significant commitment by the lawyer, but in return a much broader relationship is developed which will lead to a range of financially significant benefits such as:

- A significant Pipeline of future legal work is identified, increasing the Lifetime Future Value of a each client (double or triple)
- A client value proposition that is systematized – therefore measurable and repeatable
- Significantly increased current and future revenue streams – leading to a significant increase in business value
- A unique value proposition to use to attract new clients

Why focus all your attention on trying to attract new clients, when there is untapped potential in your current client base?

This program will show you how to unlock this potential in respect of both existing and potential clients.

Building and retaining a high value client base

Legal firms are good at delivering high quality professional services. This is what they are trained in and where they earn their reputations. However to consistently grow a great client base requires an ability to create a regular flow of "Ideal Clients" into each area of your practice and to overcome the traditional conflict between business development and producing billable hours.

The Practice Growth Program is a Strategic Business Development program designed to achieve this outcome by focusing on Strategy, overcoming internal Roadblocks, Differentiation and Positioning of your firm and its services with its target market.

Finding the hidden profits in your business

Matthew Brannelly is a true Business Catalyst who specializes in finding the hidden profits in legal practices through:

People - right people doing the right things at the right time

Processes - systems that will allow you to build a Law Firm of the Future - bullet proof for all markets

Productisation - how to differentiate your services and leverage your relationships

Positioning - why you are the ideal lawyer for you Ideal Clients

Planning - now, where, how

Partner optimization - use their skills precisely and within a structured plan

Providing an environment for Collaborative Relationships - clients and referrals

How can we prove that it works?

The program is not based on hypothetical theories or observations of other people's success. It is presented first hand by an expert with 30 years experience in working with and marketing of professional services who has achieved all of the goals set. Yes... we know it works. Yes... if you are committed and follow Matthew's guidance it will work for you. We are so confident of the program's value that we give you a **Money Back Guarantee!** If you complete the first two stages and don't see profit potential for your practice, we'll give your money back.

How do we guide you?

Through every step. The too hard basket is where you usually find businesses marketing ambitions. They know it needs to be done, but they don't know where to start. This program guides you through specific, proven steps tailored to suit your business. Developed over 30 years the Practice Growth Program is practical, high impact, and immediately relevant. Matthew is a unique combination of strategist, rainmaker, mentor and more importantly a facilitator who assists clarifying your business objectives, navigating roadblocks, monetizing previously untapped potential, whilst creating accountability when implementing the strategies agreed to. Matthew works with you every step of the way to ensure your success.

What will the program achieve?

1: Create the “Big Rocks”

- Now** - Identify the current position, opportunities, capabilities, Ideal Clients,
- Where** - Set revenue and Business Development goals-by Department
- How** - Strategies and implementation to achieve the goals set.

2: Action

- Create and execute a 12 month Business Development Plan
- Provide facilitation to ensure B.D. program is implemented
- Create accountability for Business Development activities
- Create Collaborative Centres Of Influence producing a consistent flow of ideal clients
- Create Database systems to monitor, record and quantify new opportunities
- Address any structural roadblocks to practice growth
- Create a high value client service proposition that will unlock future legal opportunities
- Revitalise the client engagement process.

3: Results... The Return on Investment...

Double the Lifetime Future Value of Clients

- Generate continual referrals from high value Collaborative relationships
- A coordinated and structured approach to Business Development
- Significantly increased revenues from increased demand from existing clients
- Increased business development activity and productivity by Partners
- Implement a profitable client communication platform
- Create a significant increase in the Lifetime Future Value of each client
- Increased accountability of key people for business development tasks
- Navigated around or overcome Roadblocks to practice growth
- Increased business value



Elements of the Practice Growth Program

STAGE 1: STRATEGY FORMATION *Completion of a Business Development X-Ray*

The program focuses on finding opportunities for growth, identifying individual skills, allocating the right people to the right process, overcoming barriers, and then facilitating the application of the people and process to each opportunity.

We start out by conducting a Business Development X-Ray. In this process we will review your practice, analyze your client base, classification process, identify your Ideal client profile, your most profitable services, identify opportunities and clarify your key goals moving forward. This research underpins the strategies communicated in Stage 2.

We will also identify roadblocks to practice growth, which may include :

- Lack of a structured approach to Business Development
- Time constraints on Partners
- Under utilization of Partners Business Development skills
- Lack of accountability for executive roles –including Business Development
- Huge untapped potential
- Sub optimal use of client database for identifying cross selling opportunities
- Lack of a communication strategy to inform clients of the firm's full services
- Remuneration Policy of Partners may reward personable billable hours and discourage Business Development.

STAGE 2: THE CATALYST *The Practice Growth Action Plan*

Based on the details gathered in Stage 1, we will create a Practice Growth Action Plan which will be the Catalyst for the myriad of changes that are identified in this program.

Branding and Positioning

1. Identifying your Ideal Client
2. Establish your client Value Proposition
3. Branding
4. Marketing Collateral
5. Productisation
6. Environmental Branding

- Client Engagement process
- **Workbook: How to Attract Ideal Clients**

3.3 Enhancing Ongoing Relationships

- Increase client spend through increased awareness of firm's services
- Develop deeper understanding
- Identify future needs
- Implement a File Closure procedure –to identify future needs
- Design activity plan

STEP 4: Organisational Roadblocks

(month 6)... Build your Internal Support

4.1 Partner Constraints

- Remuneration Model - does it encourage BD activity
- Constraints on time and capacity

4.2 Empower Key Personnel

- Identify key personnel to achieving BD objectives-professional and support
- Identify need for training, mentoring and accountability
- Implement a Staff Training/Mentoring process

4.3 Time Management

- **Workbook: Time Management by quadrants**
- **Workbook: Priority Planning**

STEP 5: Sales Pipeline Marketing Process

(months 7 and 8)... Build you Market

5.1 Objectives of the SPMP

- To achieve the target number of opportunities each month
- To manage the transition from prospect to client
- To reduce the lag time from making an enquiry to becoming a client
- **Workbook: Creating Marketing Accountability**
- **Workbook: The Power of an Integrated Marketing Plan**
- **Workbook: The Sales Pipeline Marketing Program**
- **Workbook: Creating Accountability with the Opportunity Pipeline**

5.2 Internal Marketing

- Communications Platform – to remain “Top Of Mind”
- Client Discovery process... to develop deeper client relationships
- Analyse client needs V services provided to identify opportunities to cross sell
- Segment client base
- Focus on the Pareto Principle – 80% of revenue from 20% of clients
- Break down the silos, create opportunities and open up communication
- **Workbook: Best Income Generating Ideas**
- **Workbook: Client Contact Strategy**

5.3 External Marketing

5.3.1 Review Advertising Effectiveness

- Analyse website statistics re hits, enquiries, conversion versus cost of online marketing
- Goal to INCREASE enquiries, conversions, value of new clients, efficiency and REDUCE spend
- Create/review advertising plan – if required
- **Workbook: How to Optimise Your Advertising Spend**

5.3.2 Marketing Strategies to be considered


- Online – SEO, SEM
- Seminars
- Print media
- Social Media
- **Workbook: How to make a Seminar a sales event**
- **Workbook: How to Leverage LinkedIn**

STEP 6: Multiply the lifetime future value of clients

(month 9)... Build you Network

- Increase spend by A class clients
- Convert B to A clients
- Create a retainer based, fixed fee service to secure long term client loyalty and reduce leakage

STEP 1: Branding and Positioning

 (months 1, 2)... Build your Brand

1.1 Brand Values

- Develop your Brand Temple –Idea, Essence, Personality, Values, Attributes
- **Workbook: Creating Your Brand Temple**

1.2 Ideal Clients

- Who are your services best suited to
- Why are you the best lawyer for them
- Where do you find them
- Review your client base to find the “diamonds”
- What do they require

1.3 Value Proposition

- What outcomes do you provide for your clients
- What do you do better than anyone else
- Define what’s special about what you do

1.4 Branding Review

- Break out of the Sea of Sameness
- Review brand to ensure Brand is strongly communicated
- Review communication elements to ensure the message and value proposition are consistent and easily identified by your Ideal Clients

1.5 Marketing Collateral

- Deliver message relentlessly and consistently
- Logo and Tag line
- Website – update, re invigorate, make productive
- Corporate Profile
- Client reports, proposals, tenders
- Newsletter – online marketing program

1.6 Environmental Branding

- Re enforce your key message within your office environment
- Make your office your “shrine”

1.7 Environmental Branding

- **Workbook: Create the Practice of Your Dreams**
- **Workbook: One Page Business Plan**

STEP 2: Production and Delivery

 (month 3)... Build your Products

2.1 Services... Your Deliverables

- What your core products/services are
- Can it be packaged to better suit your Ideal Clients....Productisation
- **Workbook: How to Create a High Value Client Program**

2.2 Resource Development

- Identify resources required to deliver services
- Identify staff improvement, up skilling required
- Identify systems to be developed/acquired

2.3 Selling your High Value Service

- Developing a client/benefit focussed proposal template
- How to present your proposal
- How to “close the sale”. Techniques that work.

STEP 3: Client Relationship Management

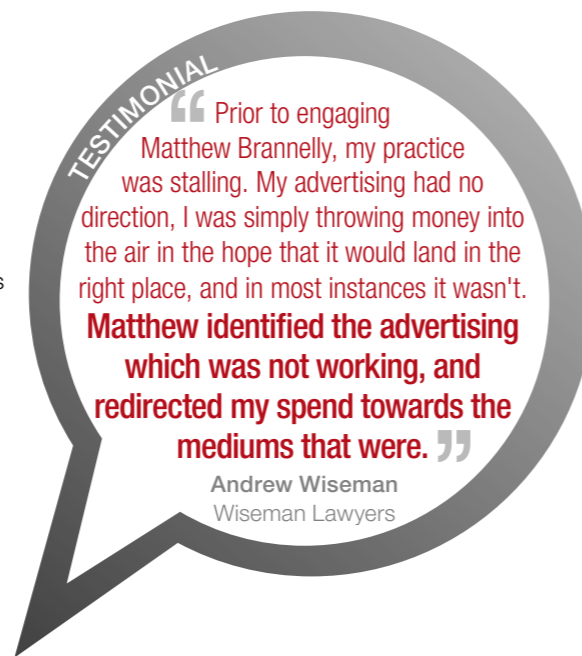
 (months 4,5)... Build your Relationships

3.1 Client Base Optimisation

- Manage the relationship (client experience) so they buy and buy again
- Review Client Management System and adapt to meet Business Development needs
- Client segmentation and analysis
- Identify opportunities
- Add all contacts to system
- **Workbook: How to Unlock the Potential within Your Client Base**

3.2 New Client Procedures

- Design and implement New Client Intake procedure
- Introduce Opportunity Pipeline management



Client Relationships

1. Database Optimisation
2. Client Intake Process
3. Enhancing Ongoing Relationships

Effective use of Partner Business development skills

- Analyze each Partner’s area of practice and discover contacts ,opportunities and individual Business Development skills via the Partner Opportunities Audit
- Recommend roles and responsibilities for each Partner
- Make time for high value, business development activities
- Set goals for Business Development activities
- Be accountable- record both billable and non billable time

Double the lifetime future value of clients

The Transition from “ Expert for Hire” to “Trusted Advisor”

Traditionally lawyers are re active to demands from clients with matters being of a single transaction basis. As a result, law firm Good Will is valued significantly lower than an accounting firm which has repetitive workflow creating recurrent revenue streams.

Additionally, lawyers are typically positioned as “hired guns” that are identified by their expertise in a particular field. As a result, silos are built within firms based on technical areas, where clients may not be exposed to the other skills within the firm. As a result significant leakage of potential legal work may occur .

A solution is to adopt a holistic approach to clients –whereby a lawyer’s role is to understand a client’s total business and personal affairs and provide pro active legal /business counsel. This requires a significant commitment by the lawyer- but in return a much broader relationship is developed. The Professional Partner Program will unlock the true future revenue potential of your client base.

Profitable Communication Platform

- Establish a low cost, high value client contact system-to remain top of mind.

Creating Collaborative Centres of Influence

1. The Secrets of Collaborative Relationships

- We will show you how to create powerful collaborative relationships with your existing contacts,
- We will expand your COI network through introduction to other potential COI’S relevant to your ideal client (eg: Banks, Accounting and Financial Advisory firms).

2. Estate Planning Booster Program

- How to create and nurture high value referral relationships with accountants and financial planners.
- Systems, processes, scripts and marketing program.

Overcome Organisational Roadblocks

1. Partner Constraints

2. Create Confidence in Key Personnel-Staff Training Program

3. Breaking down the silos

4. Appoint BD Activity Coordinator

Sales Pipeline Program... to connect with real internal and external opportunities

1. Marketing Options Analysis - Internal and External Markets

- Direct mail
- Seminars- internal and external
- Targeted client meetings to introduce new service
- Sponsorships of Industry /Association events
- Collaborative relationships with Centres of Influence
- Forming Strategic Alliances with organizations in your Ideal Client marketplace
- Using media and publications to establish credibility within your Ideal client marketplace
- Newsletters/Alerts to promote services to client base and contacts

2. Measure/monitor results:

- Implement monthly accountability procedures to measure the results of our various strategies.

STAGE 3: FACILITATION (12 months of traction) *Converting Advice into Action*

The provision of legal services is personal by nature. As a result the Practice Growth Program is tailored to the individual needs of your practice. The ongoing facilitation process allows us to work with you in the 12 months following the Practice Growth Action Plan to assist monitor and fine tune the strategies discussed then more importantly assist their implementation and **transition from” advice to action”**.

The facilitation is typically provided in the following format:

- Meetings with Principals – strategy and activity review
- Implementation, facilitation, rainmaking

Succession proof your firm

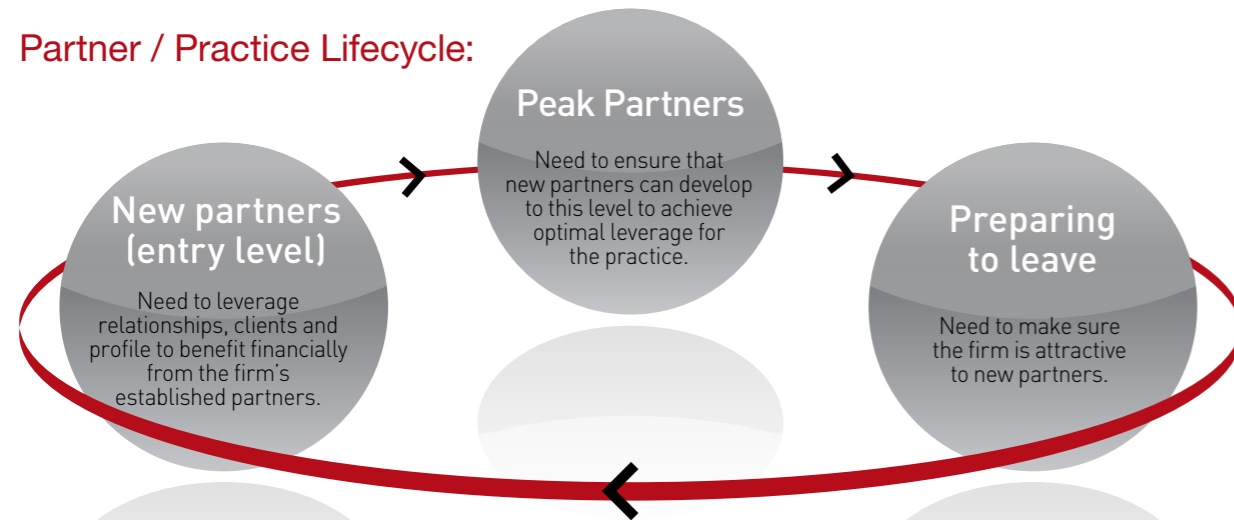
Are you growing or going?

The fact is, that business development should be an ongoing and evolutionary process. If you're sitting still, you're slowly going backwards and will surely be overtaken by your competitors.

No matter what stage your business is at, or what stage you are at as a partner, business succession affects you and your firm greatly as the diagram below displays.

Change of leadership is both a threat /risk and an opportunity if managed effectively.

Partner / Practice Lifecycle:



1. Legal Industry need

The majority of firms have a combination of both senior and junior partners, who have similar objectives:

- To optimise the value and profitability of the practice
- To maximise the value of the good will of the firm eg relationships, client base, reputation
- To make the firm attractive to recruit future employees and future partners

2. Strategies to improve succession planning outcomes

The following strategies all work towards improving the saleability of a practice and its long term viability:

- Improved systems – database, financial reporting, office efficiencies, precedent management
- Marketing and business development systems and processes
- Strength of referral relationships and ability to transition to the next generation within each firm
- Communication mechanisms to minimise client leakage
- Strategies to Double the Future Lifetime Value of each client
- A communication strategy for the transition of business ownership and leadership (from senior to junior partners)
- A formal succession plan for the transition – a timed transition from equity to consultant
- Clear brand and positioning message - refreshed and re invigorated to show clients the firm is growing (not stagnating).
- A sense of purpose, specialisation and unique capability
- Positioning as a unique business opportunity for an upcoming lawyer – which also supports recruitment and retention.

3. Opportunity to absorb sole practitioner Firms

LARGER FIRMS have an opportunity to provide a transition solution for sole practitioners from full time to part time .

SOLE PRACTITIONERS require:

- mechanism to transition to retirement
- Reward for WIP
- Recognition
- Ability to work part time
- Ensure clients are well served in future

ACQUIRING FIRMS receive the following benefits :

- A senior Consultant with a new set of relationships
- A new client base to mine
- New skills to the firm – even if only part time
- Growth
- Momentum in the market

Overview: 10 Steps to Law Firm Growth

Orbit Strategies have developed a unique system for law firms, which can be tailored to suit your needs.

Following these 10 steps over a 12 month period is a proven path to successfully growing your firm.

The key is in the right strategies, implementation and commitment to the process... all of which Orbit Strategies can deliver for you.

