

The Attorneys' Client, Business & Life Growth Pyramid

SYMPTOMS

Respected Leader; Freedom Lifestyle; Confident in investments/future; Living life of significance; Enjoys ease of control over cash flow and time

Recognized for future potential; Relatively comfortable; Need more clients for more control, less stress, desired freedom; No guarantees of long-term success and happiness;

Stress over demands to succeed; inadequate referrals; doesn't want to have to "sell"; more hope than confidence; unsure how to run/build practice; much of work may be for clients of others

Frustration/uncertainty about future; feeling stuck; doing billable work for others; no investment in own future

METRICS

KEYS TO SUCCESS

AUTHORITY

Build a world-class team; irresistible credibility; focus on strategic partnerships & relations

CONNECT

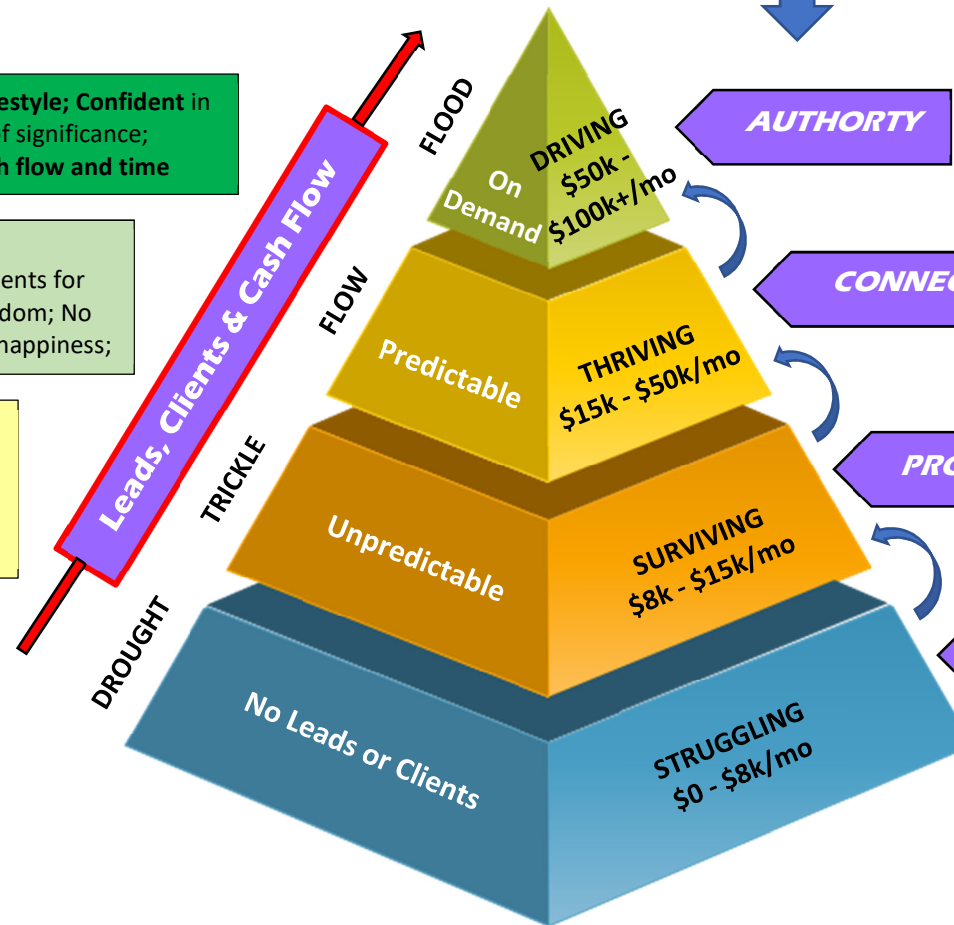
Build a funnel to fill pipeline; Develop systems & processes that create & manage relationships; own your position in your market

PROMOTE

Commit to growth and developing relationship base

PROVE

Sell & confirm market demand for chosen clientele



Know exactly where you are. Find out exactly what you should be doing right now to grow your business to the next level

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