



ALL DIGITAL MEMBERSHIP

**Crafting Your
“Magic Statement”
And How to Use it
to Get More Clients**



September 2018 Coaching Call

Scott: Hey everyone! I want to welcome to today's coaching call. If you were on the call just a little bit early, you heard RJon and myself talking about some marketing that we're planning on and it's quite fitting because today's coaching call is going to be all about marketing. And specifically, RJon is going to coach you on how to develop your magic statement, how to leverage it so that it attracts the right prospect and prospective new client and it helps you repel those maybe that you're not best suited to work with.

So I want to welcome to today's coaching call. If you don't know already, maybe this is your first coaching call with us, my name is Scott Whittaker and I am your community manager and RJon is on the line. So we welcome RJon and let's get started.

RJon: Hi Scott. Thanks for that introduction and welcome everyone to the call. I'm going to just jump right into it. Scott unless you have any other announcements or unless there's anything specific that you want me to address?

Scott: Nope. Let's go for it man.

RJon: All right, here we go. Just to put this in context because I think context is important. There's seven main parts of a law firm and if you've been with us for while you already this and this would be just a refresher for you. The seven main parts of the marketing, marketing and everything that gets done to bring prospective clients to the door. The right kind of prospective clients to the door in the right quantity at the right time in the right frame of mind. Sales is everything that happens to convert prospective clients in a systematic, predictable, reliable, scalable way from being a prospective client into a paying client who have engaged in your firm.

After marketing has brought the prospective client to the door and sales has converted the prospective client into a paying client, now it's time to get into production which is the menu of services that your firm offers, all the different services your firm offers, how each of those services is price, understanding your cost of goods,

your cost for delivering each of those services even if you're billing by the hour, each of the billing -- especially if you're billing [inaudible 00:02:20] you've got to be tuned into that. All the processes and systems and -- all the checklists and procedures that you use to get that work done in a reliable consistent, predictable, efficient way so you're not reinventing the wheel all the time. So you can actually build a scheme around you and the people can use those systems to produce the product even when you're not there.

Which brings us to the people, receptionist, secretary, paralegal, associate, rainmaker, manager, CEO, COO, CFO, owner, all the different positions you have in your firm. Even if you're a solo, even if you're all by yourself, you still have all of these positions. You just have to make sure you are paying attention to when and how often you're wearing the different hats to make sure that each hat gets worn enough so that you don't have something being left behind or ignored in your business.

Physical plant is all of the stuff -- that's part number five of the seven parts of the firm. It's physical plant. That's all the stuff that your business uses, that your law firm uses, the people uses I should say to work with systems. Remember we build law firms that are run by systems and we have people who manage those systems and those people use things. They use space, office space, they use furniture, they use equipment, computers -- I mean technology. They use software, they use insurance to protect themselves, they use intellectual property, processes, systems, procedures, checklists, templates. That's all intellectual property that the firm owns that create value. And they use a marketing system and marketing lists just like things like that. Those are all part of the physical plant.

When you do even right, you do the marketing right, when you do the sales right, when you do the production right, you manage people right, you handle the physical plant and use the physical plant effectively, what you end up with is money, profits. So that brings us to part number five which are your financial controls.

Your budget, you budget variance report, your cash flow projections, your accounts receivables, your cash position, work in process, those are your main reports. And of course your dashboard with all your key performance indicator which all of you have access to a dashboard through us and you should be using it. It doesn't cost you anymore to have the dashboard, you got it courtesy of being a member of this digital program.

I will tell you that there's a very clear correlation between law firm owners that use the dashboard and law firm owners that makes more money. So before you go out and turn up a whole bunch of new marketing and do a whole bunch more sales, and work a whole lot harder you might want to think about using the dashboard to make sure that you're actually making progress in your business and make your law firm more profitable.

Self-defeating, I would go as far as to say a little bit self-abusive to work harder when there's a tool that I'm telling you if you'll just use the tool which you get for free, i.e. the dashboard, your law firm will be more profitable. Better to have a \$500,000 law firm at 20 percent profit than a million dollar law firm at 10 percent profit. Who cares about having a million dollar law firm at 10 percent profit? Better to have a \$500,000 law firm, work half as much as make twice as my profit, 20 percent. And I'm not suggesting that 10 percent or 20 percent is the right number. I was just using those numbers to illustrate a point.

All of these exist to serve your goals, your financial goals, your personal goals, and your professional goals. And the topic for today's call is very tied into your professional goals. What is your law firm really about? Financially we know it's got to generate enough net profit for you to live the way you want to live. That's the financial purpose of your firm. The personal purpose of your firm is to give you a life to work for you, to give you control over your time, to give you flexibility with your time, to give you the ability to use your time the way you want to use your time or sometimes, to use your time the way you need to use your time if you have extenuating circumstances in your life. We've all heard the story about how I had failed to

build a business that serves me personally. Financially I was doing okay and professionally was a lot of fun but personally, I did not give me the control over my time that I wanted and I needed. And so when my wife became ill, I made the decision to take care of her at the expense of my business and my business fails because I had a business that serves me only financially and only professionally but did not serve me at a personal level.

Today's call is really about marketing. Specifically a type of marketing, networking. And there's all different kinds of things we can talk about marketing. We could talk about networking, we can talk about doing speeches, we can talk about doing power launches, we can talk about advertising, we can talk about internet marketing, we can talk about writing articles, we can talk about drip campaigns. There's a hundred different things we could talk about with marketing but today we're going to talk about a very specific area of marketing because the way that I have found to help lawyers get real results in the real world with building law firms.

And How to MANAGE a Small Law Firm has a -- I think most people would recognize it us at having a pretty great track record of building extraordinarily fast growing law firms. You know, 30, 50, a hundred percent growth per year, year on year highly profitable, lots of fun, very sustainable law firms that run like real businesses. And one of the things that we do is we go an inch wide on different topics and we'd like to go a mile deep on the topic rather than just impress with how much we know in inch deep on a wide variety of topics. We'd rather just focus on one topic at a time and help you nail that topic.

All the other things that you need to do for marketing, all the other things that you could do for marketing, you don't really need to do for marketing to build a \$250,000 even a half a million dollar law firm. You can just use what I'm about to teach you're here today that cost you almost nothing to use. And more to the point, until and unless you have mastered and gotten comfortable with practice, it takes practice to what I'm about to tell you. But until and unless you've [inaudible

00:09:10] most of the rest of the things that you can learn about marketing are not going to work nearly as well as they could or should. And you will not be getting maximum leverage of your money if you invest in other kinds of marketing before or unless then until you've mastered what we're about to teach you here today.

So we all use networking. When I was broke, when I had no money, when I had no credit, when I had no resources, when I had nothing and I had to just jumpstart a business, I did what we all do and I went out and did networking. And it was extremely effective for me and it helped me -- I had built multiple different quarter million dollar, half a million dollar businesses with just networking alone. Things that I know a few things about -- I think I know a thing or two about what I'm saying here to all of you.

You can absolutely, 100 percent build a half million dollar, quarter million dollar law firm leveraging mostly just networking. But to do that, you've got to know the answer, you've got to know the answer to the most predictable you are ever going to encounter when you are out networking. This question is so predictable that it's almost going to seem anti-climactic when I tell what it is because you already know the question. You've heard the question hundreds of times, you've asked the question hundreds of times. The thing that confounds everyone is if I know that I'm going to be asked this question, if I've been asked this question hundreds and hundreds of times that I can predict it, and I've asked this question hundreds of hundreds of times so I understand why other people are asking me this question. Why haven't I invested at least an hour -- why haven't I invested anytime to prepare myself to answer this question in a strategic, intelligent, deliberate, intentional way?

So we have lawyers all over the country who are struggling financially with their law firms and they're throwing their money at every marketing thing that comes along and they're not really getting great results from any of it because they just keep searching for the magic bullet and they never really deal with the problem that's

underlying all of the rest of the problems they have in their marketing. And it's the answer to the question, what do you do? What do you do? You know you're going to be asked this question. You know you're going to be asking people this question so why don't you get prepared for it? It'll make all the difference in the world in your marketing if you have a good answer to the question and what do you do versus if you have the same answer that 99 percent of the other lawyers out there have when they are asked this question.

Most lawyers if they're out networking, when they're asked the question, 'so what do you do?' They will say, 'I'm a lawyer.' Which is almost useless to the person who you're speaking with. Some lawyers will at least say, 'I am a bankruptcy lawyer' or 'I am an immigration lawyer' or 'I am a family lawyer' or something like that which is only moderately less useless than just saying, 'I'm a lawyer.' When someone asks you what you do, you've got to know what the question is they're really asking you. And this is the point that I was making when I said you've got to predict what the question is and you've asked this question a hundred times yourself. You've said, 'what do you do?' when what you really mean is what can you do for me and why should I bother spending a few more minutes talking with you and learning more about you rather than moving for the next person who's available to speak with me at the networking event?

'What do you do?' is a politically correct, socially polite nice way, socially acceptable way of asking 'what can you do for me?' So the next time you are at a networking event and someone asks you what do you do, I want you in your mind to translate that into the question, 'What can you do for me?' Imagine you're at a networking event and someone walks up to you and just said what's really on their mind which if you're being honest probably is what's really on your mind too when you're at a networking event. And the question is what can you do for me?

Hi, nice to see you. Haven't seen you here before. By the way, before I decide whether to invest the

next five or ten minutes speaking with you, let me ask you a question. What can you do for me and why should I bother speaking to you and getting to know you and remembering your name after we leave this networking event? Now if this hurts your feelings that's a different issue we need to work on. The personal growth and the mindset of building a hugely successful business.

You cannot take this stuff personally. You cannot take it personally because you've got to keep in mind and you've got to have empathy and some real respect, some real respect for the fact that the person you're speaking to at this networking event, he or she has a lot of other places they could be. They could be in the office catching up on work, they could be doing a speech to find prospective new clients or potential new referral sources, they could be out with friends socializing, they could be at home with their family building family relationships, they could be at gym, they could be at church, they could be at a temple, there are all these different places this person can be but they're investing the time to be at a networking event. Not on that socializing event because they're there to be productive, to build their business, and they have to be smart about how they use their time and who they use their time with.

By the way, if you are not being smart and strategic and intentional and deliberate and even a little bit ruthless about where you go to do your networking, then you're really just going around socializing probably and I consider that to be tremendously disrespectful to your family who want back at home with them. 'Sorry honey, I can't be with you. I need to go out and socialize with a whole bunch of strangers who don't really help me grow my business at all.' You can't say that. That's disrespectful to your husband or to your wife or to your significant other or to your kids. I can be this disrespectful to socializing meaning going out and doing networking without a deliberate intentional purpose, I think it's disrespectful to your clients because your clients are all eager for you to get this case resolved, to move their case forward, and they understand that you can't work 24 hours a day, seven days a week, they

understand you've got other clients, they understand you've got a business to run, and you've got other thing you need to attend to but to say to your client, 'Listen, I wasn't able to get your case -- I wasn't able to do any more work on your case yesterday because I went out to a networking event that I did not think about why I was going to the networking event. I did not strategically decide what networking event to go to and I was not prepared to answer the question that I knew that everyone was going to ask me and which if I could come up with a good answer to it, the networking event will be a complete waste of my time. And that's how I chose to use my time instead of working on your case.'

The question you've got to know the answer to, you've got to be prepared for as a matter of respect for your family, as a matter of respect for your clients, and as a matter respect for yourself is the question, what do you do. And understand that the person who is asking it what they're really asking is, 'What can you do for me?'

All right. So I want you to imagine you are out in a networking event -- come in the back up for a second Scott.

Scott: Yeah.

RJon: Do you think everyone here understands that networking is part of marketing and not part of sales or do we need to talk about that?

Scott: Well I think for the purpose of this call, let's assume that they know it's a part of marketing and not sales.

RJon: Okay. Networking is part of marketing, it's not part of sales. You don't go to networking events to get clients, you go to networking events to cultivate relationship with referral sources. Lawyers who go to networking events to try to get clients are those annoying, sleazy, used car sales people type of -- those are the annoying people you hate to see at networking events are people who go to networking events and think that they're there to get a client. Real professional marketers, real long-term successful rainmakers,

the million-dollar, the multi-million dollar rain-makers, we go to networking events as a form of marketing to identify and cultivate relationships with potential referral sources. That's what you go to networking events for and when you're there, those potential referral sources are asking you, 'What can you do for me?' 'Why should I invest my time getting to know you to potentially put you into my rolodex, into my network so that I can consider you to be a resource that I can refer business to, to make myself look good?'

So you've got to understand where your referral sources are coming from when they're at a networking event. Your best referral sources when they're at these networking events are there to solve a problem. The best referral sources, the rainmakers, the owners of the most successful law firms they put themselves intentionally in a position where other people call us on a regular basis to ask for resources. I had people asking me all the time for a referral. Can you refer me to a good accountant? Can you refer me to a good insurance broker? Can you refer me to a good immigration lawyer or family lawyer? Can you refer me to a good roofer? Can you refer me to a good outboard boat mechanic? Can you refer me -- you name it, I got people calling me and contacting me asking for referrals and I make it my business to try to have the right person to refer for whatever a person needs. That's why they keep calling me because every time they call me, I usually, not always but I usually have the right the person to refer to them.

So I'm constantly on the lookout for good people who I can put into my network, who can I meet, get to know, met, do a little of due diligence on and have in my network so that the next time someone calls asks me for a referral to a lawyer in Miami to help him with an automobile accident which literally happened three days ago. Our house keeper's daughter, she got in a car accident. She wasn't injured but her car was wrecked and she contacted me said, 'Who can we refer her to?' And she had confidence and she knew I would know the right person.

But I get calls for referrals for yacht brokers, I get

referrals for outboard boat mechanic, I get referral for roofer, for electricians, all kinds of things because I positioned myself to be that person in as many people's lives as possible. And what's happening when you do that is number one, you get to cherry pick the referrals that really should be for you. And number two, the more referrals you give out, the more introductions you make, the more referrals you get back in. That's a sub list of a whole different conversation about how to trigger referrals and how to build up an endless network of referrals for you. But you've got to understand that the people -- when you're going to networking events, you're there to meet potential referral sources not to meet potential clients. If you happen to meet a potential client at a networking event, that's the cherry that's on the icing that's on the cake. The real cake is to meet the referral sources. That's how you build a solid business.

And they're all going to want to know the answer, what can you do for me? What can you do for the people that I will refer you to? Now, what they need is a handle. They need a handle to be able to grab onto it. They can't just say, 'Oh, I know someone, he's a lawyer.' And they can't just say, 'Oh, I know someone. He's a family lawyer.' What they're looking for is someone who has a handle that they can attach -- a handle to attach to you so they can grab hold of you and easily hand you over to the person they're making their referral to. They want to be able to say, 'I know just the right person. He's a family lawyers who focuses on families with young children where the parents who are having family problems own their own small business.' That's a go-to guy.

So when someone asks you what do you do? You need to be more specific than just saying 'I'm a lawyer' or 'I'm a family lawyer' or 'I'm an immigration lawyer' or 'I'm a bankruptcy lawyer' or 'I'm a criminal defense lawyer' or 'I'm a state planning attorney'. You need to say I do such and such, 'I produce a benefit in people's lives. I produce this specific benefit in this particular type of person's life so that they can have this kind of better life.' 'I help people get divorced without destroying their relationships with their children so that after the

divorce is over, the kids doesn't spend the rest of their lives in therapy.' 'I help people with young kids gets through the divorce process without traumatizing the kids so that even after the divorce the mom and the dad can continue to co-parent effectively for those kids.' 'I help people get legal in the United States so that they can build a better life in this country.'

Scott are you getting the idea? Are they getting the idea?

Scott: Yup, I think so man.

RJon: Okay. So we call this a magic statement. Some people call it laser talk, some people call the elevator pitch. The reason that I call it the magic statement is because about 10 or 12 years ago, I was doing a workshop when I was at the Florida Bar law office management assistance service and someone would ask me about this concept and I was just grasping for a way to get the idea across to this other person, to translate the idea from my mind to their mind. And I said, 'Just imagine --' you know, what do you think the client really wants when they hire your services? What do you think they really want? Do you think anyone really want the bankruptcy? I mean that people wake up in the morning and say, 'Honey, it's a beautiful day out. Should we go to the beach? Should we go out on the boat? Should we go for a bike ride? Or should we go hire a bankruptcy lawyer?' No one says that. No one is buying your legal services because they want your legal services. They're buying your legal services because they've got a personal problem. Even your business clients, they've got a personal problem and they're hoping your legal services will help them resolve that legal problem so that they can have a better life. Understand, no one buys legal services because they have a legal problem. People buy legal services because they have a personal problem that's being caused or exacerbated by the legal problem and they're looking for a solution to that legal problem and your magic statement is supposed to answer that question.

So imagine a prospective new client comes to you. You've done all this marketing, you've spent

thousands of dollars on internet marketing, and you've spent \$10,000 on a website and you've spent \$10,000 for someone to shoot a fancy video with all kinds of slow-mo shots of you looking impressive and saying nice things. All of it has worked and the person has called your office and scheduled an appointment and now the moment of truth has arrived. They've arrived in your parking lot and they look at the building that your office is in and your office is to the left and to the right is a magician's office. A magician with a big top hat and a rabbit, and a magic wand. In the magician's office the sign says, 'All your dreams come true. All your problems solved. Whatever your wish, we can make it happen by magic.' Now, if your prospective client believed that was plausible, just for purposes of this conversation, let's say that they do. Where do you think that 99.99999 percent of every single one of your prospective new client would go when they get to the parking lot and they have to choose between going to see a lawyer who's going to do some research, and file motion and conduct some depositions, and have some documents, and do some more research, and then have some hearings, and then file a protective order or go to the magician who's going to wave his magic wand, tap you one the head and make all your problems go away.

Scott, where do you figure 99.999 percent of every single one of their client is ever going to go? To the lawyer's office or to the magician's office?

Scott: Go to the magician's office, wave that magic wand and make it go away.

RJon: We are all looking for the magic easy answer. If we're being honest with ourselves, we're all looking for that and it would be disingenuous for any for us to be critical of the clients who at least tries the easy solution. We know they're looking for the easy answer. So they go to the magician's office and the magician's going to wave his magic wand and they're going to say this, 'I could get you whatever you want, you just need to tell me Scott, what do you want?'

Scott: I want my pain to go away.

RJon: Right. And I tap you on the head and the pain goes away, I tap you on the head and the prosecutor decides not to prosecute, I tap you on the head and INS gives you your green card, I tap you on the head and your problems with your ex-wife are resolved and you're now happily divorced and your kids aren't completely fucked up, I tap you on the head and your creditors have stopped calling you, I tap you on the head and your ideas are protected with trademark, you get the idea. Tap you on the head and it resolves your problems and it resolves your personal problems and now you don't care about your legal problems. The question is, what is the person going to say to the magician when the magician says, 'what do you want?' That's your magic answer.

When you understand what your clients wants and you can articulate it back to people in your networking, when people say 'what do you do' and you can understand that what they're really asking is 'what can do for me?' 'How can you help me get what I want?' And you can articulate that in a way that paints the picture, in a way that's memorable, in a way that triggers a feeling, it's even better if you can manage that. You have given the magic answer to the networking question, what do you do? And now when you put person into your follow-up marketing system, and your newsletter, and you're writing to thank note and make them go to your website, all the other things that you're going to do with marketing after you have met this person at the networking event, they're going to remember you as I know a guy who can get you out of this marriage without screwing up your kids so that you can be an effective co-parent in the future. I know a woman who can help you protect that idea so that you can start a business using your ideas. I know a person who can help get the creditors to leave you alone. Because that's what the prospective clients are asking for.

You want your magic statement to answer the question and to cause the potential referral source to think of you when they are presented with the question from the person asking them for a referral. By the way, magic answer is also the

way you should start every one of your speeches, it's also the way you should start all of your articles, it's also the way you can open up most of your sales meeting with your prospective new clients, it's also going to be effective when you're recruiting your staff, it's also going to be effective when you're managing your staff. It's got lots of different applications but it's critical to get this right in your marketing or else your marketing will always continue to be a struggle for you. If you hope and dream and pray and imagine for the day when marketing will not be a struggle for you, then you really owe it to yourself to get this right, your magic statement.

So Scott, I'm happy to answer a question if you've got questions from people who wrote in or I'm happy to do a little role play with anyone who's on the line with us who wants help working on their own magic statement.

Scott: Okay so let's do this. If you have a question about a magic statement or you would like to talk through your magic statement with RJon, our operator is going que on the line and give you instructions. Our operator's name is Crystal.

Crystal if you would, come on the line, give everybody instructions on how to get into que?

And this is your opportunity to go to work on your magic statement with RJon.

Crystal are you there?

Crystal:Yes I'm here. Sorry about that.

If you have a question please press star one on your touch tone phone one. Again, if you have a question please press star one.

Scott: All right, if you would like to come on the line or either ask a question of talk through your magic statement with RJon, press star one.

And RJon, I've got a question for you. I was talking with a couple of our members who practice law in a couple of different areas of practice. So they do a couple different types

of practice. One of the questions was trying to clarify their magic statement because they do or they have two different areas of practice. So how would you help them in that and we'll let you answer that question while Crystal is getting everybody on the que here.

RJon: Okay. So believe me or not when people ask me that question, the first thing that comes into my mind is I think that they are going to the wrong networking events. And I realize that it may not be obvious why that's the first thing that comes to my mind and causes me concern when I get that question but I've been doing for long enough and -- I mean, thousands and thousands and thousands of lawyers literally and I just know that the root of that question is the problem of not really understanding what target marketing is all about.

And so the idea here is that is if you're a bankruptcy lawyer for example, the last place you should be going to do networking is with other bankruptcy lawyers. The chances of you getting a referral from another bankruptcy lawyer in your own market and you're a bankruptcy lawyer that does what they do is pretty slim. Maybe the occasional blue moon conflict of interest or something but highly, highly, highly unlikely. If you're a bankruptcy lawyer, you should be networking with family law attorneys, you should be networking with criminal defense attorneys, you should be networking with personal injury attorneys, you should be networking with accountants, you should be networking with lenders, you should be networking with anyone but bankruptcy attorneys because everyone other than bankruptcy attorney probably in business have someone they know who needs to talk with a bankruptcy lawyer or will at some point in their life or career. But even if a bankruptcy lawyer were to meet a hundred people tomorrow who all need to file bankruptcy, the chances that that bankruptcy lawyer is going to ever refer any business to you if you're another bankruptcy lawyer in the same market is like I said, very, very slim.

That problem just seems to go along with that question. That's why I bring it up. So what do

you do if you do family law and also let's just say criminal defense or family law and bankruptcy, or any two practices. The answer is, you don't need to have just one magic statement. In fact, you should have just one magic statement, you should have different magic statements for different audiences. So if I'm out at a law school doing a speech, I don't talk about building the million-dollar law firm that you can take off for 30 consecutive days and getting your staff to work more profitably for you because that's not relevant to the audience. So if I'm at a law school, I talk about when people say what do you do? I'm say my firm helped lawyers start and build wildly successful law firms faster than you can believe because that's what the law students are interested in.

If I'm doing a speech on how to hire, and train, and manage staff, or if I'm at an event with the association of legal administrators and someone asks what do you do? I'll say, 'My firm helps lawyers build superstar team who could be more profitable for them and give them freedom.' The point is, tailor your magic statement to the audience. And when people ask me what do I do, if I do two different practice areas, I generally find that what they're not doing also is being very strategic or intentional about what networking event they're going to and they just going anytime a group of random people standing around.

Scott, I know we have someone in the que. How do we introduce this person please?

Scott: Yup. Crystal, will you bring our person on the line. And again, if you have a question or you'd like to talk through your magic statement, press star one and Crystal will bring you on the line with RJon and myself. So Crystal we are ready for our first question.

Crystal: Okay, your first question comes from Eric Hanson. Eric, your line is open.

Eric: RJon can you hear me?

RJon: I do Eric, how are you?

Eric: Good. I'm doing great, how are you doing?

RJon: Good, thanks. Eric, what do you do?

Eric: I'm an employer lawyer. My main practice area is employment law, I predominately represent companies although I will occasionally represent employees as well and there is a second practice area, I do some home owner's association law as well but it's predominately employment law.

And the question I kind of have for you is if you could kind of give an example of a magic statement in that context. I know you talked about tailoring it for each situation. But I guess what I was hoping to get from you is kind of a magic statement for employment lawyer that predominantly represents companies.

RJon: Okay. Let's just pretend that we're at a net-working event. What kind of networking event do you think would probably would be smart for you to go to as an employment lawyer who represents mostly companies?

Eric: Usually HR, obviously there's local HR chapters where you have HR professionals. Sometimes you can do some industry specific events usually within -- for example, I do a lot of employment work within the healthcare industry so there could be certain healthcare events you could go to as well but you're usually looking for decision makers either HR personnel or executives ideally.

RJon: Right. And let's say you're at the -- let's say are you're at a CEO summit or are you at an HR summit or I mean, where are you?

Eric: An HR summit, that's probably more likely.

RJon: An HR summit, okay. And what matters in the lives of the HR professionals?

Eric: Answers to specific problems they have. If they have a time incentive employment issue usually. There's a media inquiry or --

RJon: Wouldn't that be great Eric if that was true? Wouldn't your life be so much better if that fairy tale just came true?

Eric: It would.

RJon: Yeah, but we can't live in that fairytale, can we?

Eric: No.

RJon: Okay. So what really matters in a life of an HR person?

Eric: Usually they've got a lot of things on their plate and they just need help immediately to -- the fastest answer. At least that's in my experience.

RJon: You desperately want to keep believing in the fairytale don't you? What really matters in a life of an HR person?

Eric: I still think it's answers based, not solutions, maybe I'm just missing something.

RJon: You are missing something Eric. Are you married?

Eric: Divorced.

RJon: You've got kids?

Eric: Two kids.

RJon: What really matters in your life Eric?

Eric: Kids.

RJon: Okay. Why Eric? Why do your kids really matter a lot to you Eric?

Eric: I mean they're the most important things in my life.

RJon: Because you're a human being. Because you're a human being. Because you're a human being with kids, we know your kids matter more to you than all these legally goobly goof that you're talking about, don't they?

Eric: Absolutely.

RJon: Okay. So now, let me ask you again. What really matters to the HR professionals who you're meeting with?

Eric: Time to get away from work so they can spend time with their family maybe.

RJon: Okay. Now we're getting somewhere. They care about that. All right, they care about their time, they are about their money which is their income, and they care about their professional reputation, don't they?

Eric: Absolutely, they want a lot of that.

RJon: So if they could achieve their financial goal and if they can achieve their personal goals, and if they can achieve their professional goals, and the company they work for where to go down the toilet, if we are being really honest with ourselves, don't we know that a pretty big percentage of the HR professionals would say, 'That's okay with me'?

Eric: Yeah. I mean in the sense of they going to want to make sure the business goes down, absolutely. They want a job or they could get fired.

RJon: But why do they want to make sure the business doesn't go down, Eric?

Eric: Well I think that's for their livelihood too. I mean they're providing for their family.

RJon: They care about the businesses they work for because they're got their own financial goals they're after, they've got their own personal goals they're after, they've got their own professional goal they've after, right?

Eric: Yes.

RJon: And how do we know this is true about almost all HR professionals?

Eric: I mean I think because they're human.

RJon: Because you're human. Exactly because they're a human being. I'm trying to help you see that this isn't that complicated that people

sometimes let it become.

All right. So now because the HR person is a human, we know what they're really motivated by is their own favorite subject which is themselves and their own interest which is their families, their career, their reputation, all of the things about themselves, right?

Eric: Yes.

RJon: Okay. Now, if the HR person were to schedule an appointment to come see you and a magician moves in to the same building that you're in. And they get to the parking lot and to the left is your office that says, 'Eric's employment law firm. We have the following legal credentials' and the list goes down a very long way because you're very good at what you do. And the magician had an office and said, 'We make your problem go away with a magic wand.' You figure the HR people, some of them are going to go the magician and say, 'And what the hell, we're going to try.'

Eric: I mean quite possibly, that sounds like more fun.

RJon: A lot easier, right?

Eric: Yeah.

RJon: Okay, so when they get to the magician's office -- you know your people, you know your HR people. The magician is going to lift his or her magic wand and they're going to say, 'Just tell me what you need. What's your problem? What do you need here? Why did you come to see Eric?' What is the HR professional going to say?

Eric: If they're talking to a magician or if they're talking to me? I'm sorry/

RJon: The magician

Eric: They're going to tell him what their problem is and they're going to think the person's going to be able help because they asked them what do you need?

RJon: And the HR person is going to say -- is going to articulate their problem how to the magician? The magician needs them to say my problem is or I want this, or I want that. What is the HR person going to say they want?

Eric: I want help. I want this problem to go away.

RJon: I want help. I want help. Okay. Well don't eat yellow snow. I just helped you. Is that what they're really going to say? You need to be more specific Eric. What is the HR person going to tell the magician person they want?

Eric: I need you to this for me on this issue. I guess it would depend what the issue is. So if you have an employment issue, they'd say, 'I need advice on how to address this employment termination' or 'I need help with handbook question that isn't --'

RJon: You really think that's what the HR person who's a human being who's got kids and a spouse and life is going to be most interested in? The magician answering their HR handbook question?

Eric: Well maybe not the handbook. Whatever the pressing issue is. I guess it's a little bit abstract to me talking about it because I guess it depends what scenario we're talking about.

RJon: Eric, back up. What do you really want from me? If I could grant your wish, what do you really want from me?

Eric: If I'm in front of the magician?

RJon: No. I am the magician.

Eric: Oh, you're the magician.

RJon: I've build more million dollar law firms than I can remember. I've taken more lawyers from dead growth to living to at a beautiful house and living a wonderful life than I can remember. We're talking thousands of people that I've helped. I am the magician Eric. What would you really want from me?

Eric: If you're asking for the magician, I think it would be a way to increase a book of business on the company side. That's what I would want.

RJon: And why do you want to increase the book of business on the company side?

Eric: So you could have a better life.

RJon: So you want to increase a book of business or just skip all the bullshit and just give you the better life? Which do you want Eric?

Eric: Well I mean if you can skip it that would be ideal.

RJon: So why didn't you just ask me what you wanted? Why did you have to complicate this? Eric, what do you want?

Eric: A better life.

RJon: You want a better life. I've helped owners of small law firms have a better life. Are you going to remember that I'm the person who helped with small law firms have a better life?

Eric: I think so.

RJon: The next time you're talking to a lawyer who said, 'I wish I could have a better life' whose name is going to mind for you?

Eric: I think it would be yours if you deliver.

RJon: Like magic, right?

Eric: Yeah.

RJon: Okay. If I was to start a speech and I said, "I help owners of small law firms have a better life," do you think that might work some magic for me as a speech?

Eric: I think so.

RJon: So if I'm at a networking event and a lawyer asks me, "What do you do?" or an accountant asks me, "What do you do?" or an insurance agent asks

me, "What do you do?" and I say, "I help owners of small law firm have a better life," do you think they're going to remember that the next time they're talking with one of their own clients who's whining to them or complaining to them that their life sucks?

Eric: Yeah, I think they would, absolutely.

RJon: Okay. Now, let's get back to you. What do HR people really want?

Eric: A better life.

RJon: Okay, or they want to have more job security or they want to have less headaches or they want to look good to their boss. What do you do, Eric? "My law firm helps HR professionals look good to the companies they work for." Bam! Do you think that's going to work some magic for you?

Eric: I think it would.

RJon: Drop the microphone. They'll be hooked. Now, what the magic statement is supposed to do is invite questions. It's not supposed to answer all of their questions. It's not a brochure. It's a conversation starter, not a conversation closer. "I help HR professionals look good to the companies they work for." Now, if I don't know an HR person, if I don't know any HR people, if I don't think I'm ever going to meet an HR person, if I don't think I'm ever going to give a referral to an HR person, do you really care about me asking you any follow-up questions?

Eric: I don't think so.

RJon: Right, but if I'm an HR person, if my spouse is an HR person, if I have a friend who's an HR person, if I regularly run into HR people professionally or even socially, do you think it's going to be almost irresistible for me to ask the question, "Really? How do you do that?"

Eric: Yeah. I think you probably would want another follow-up just out of curiosity.

RJon: You can't help it, right? So we're in a net-

working event and I ask you, "What do you do?" and you say, "I help HR professionals look good to the companies they work for" and I have a friend who's an HR professional, how do I not ask you a follow-up question?

Eric: Yeah. How do you do that?

RJon: I can't help myself. How do you do that? And then you can start to have a conversation around that, but what I'm going to be left with is remembering Eric's the guy who helps HR professionals look good to their companies, right?

Eric: Yes, that's your tagline.

RJon: Now, when I go to my friend, do you really think that I'm going to remember most of what you told me about your credentials and your background and your work experience and your blah, blah, blah, all the stuff you're telling us at the beginning that almost put me to sleep? Do you think I'm going to remember most of that and be able to articulate any of it intelligibly to my friend who's an HR professional?

Eric: No.

RJon: What will I be able to spit to my friend?

Eric: That's the guy that helps HR professionals look better or look good.

RJon: I met a guy who says he helps HR professionals look good to the companies they work for and I thought of you. Would you be interested in meeting this guy? Now, my friend who's an HR professional, what are they going to say? "No, I have no interest whatsoever in meeting a guy you spoke to who said he helps HR professionals look good to the companies they work for." How is my friend who's an HR professional going to not say, "Yes, I'd like to know more about that" or "Who is he? How does he do it?" Do you follow?

Eric: Absolutely.

RJon: Now, do I have to explain everything you just told me about what you do and how you do

it and where you went to law school and what your law firm does and how your law firm does it, is that what your law firm does in your 23 years of experience doing what your law firm does and blah, blah, blah, or do I just need to say to my friend, “I met a guy who helps HR professionals look good to the companies they work for. Would you be interested in an introduction?” My friend is going to say -- role-play with me for a minute. You be my friend. What are you going to say?

Eric: “Do you have more information on him?” or “How do I contact that person?” or “Who was the person?” or “Can you give that info to me?”

RJon: Or you’re going to say, “Tell me more. How does he do it? Tell me everything.” That’s what you’re going to ask, right?

Eric: And then they’ll presumably give you the information and then hopefully that person --

RJon: No, no, no. Eric, now, be my friend who says, “Oh my God. I’m interested. Tell me everything you know. How does he do it? Where does he do it? When does he do it? How long has he been doing it for?” Ask me all those questions because you’re really, really interested and watch how magical this is for you, the lawyer.

Eric: So I’m the person that wants to know more? Is that what you’re asking me?

RJon: You’re the HR professional. I just met you at a barbecue. I came to the barbecue and said, “Hey, Eric, I was thinking about you. I went to this networking event and I met this guy who said he helps HR professionals look good to the companies they work for, and so I thought of you. Would you be interested in meeting this guy and knowing more about him?”

Eric: What else do you know about him?
RJon: Not a lot. I just met him at this event and he says he helps HR professionals look good to the companies they work for.

Eric: Did you like him?

RJon: He seemed like a nice enough guy.

Eric: Do you think he’d do a good job?

RJon: I have absolutely no idea. I’m not an HR professional. I’m not a lawyer. I’m a freaking plumber. I don’t know anything about HR professionals and all that stuff. I was at a networking event and I met a guy who said he helps HR professionals look good to the companies they work for and I thought of you because you’re my friend and you’re an HR professional.

Eric: Can you send me his information so I can look him up?

RJon: No, keep probing. Keep probing. Ask me all the questions that you just finished telling me earlier when you introduced yourself to me.

Eric: Did he tell you how long he’s been helping companies?

RJon: Nope. All I know is he helps HR professionals look good to the companies they work for.

Eric: Do you know anyone else that may know him?

RJon: I don’t know anyone else who knows him. All I know is he said he helps HR professionals look good to the companies they work for.

Eric: Do you think that’s true?

RJon: I’m a plumber. I could tell you if a toilet is a good toilet or not. I can’t tell you whether he knows what he’s talking about. I just know he told me he helps HR professionals look good to the companies they work for, not how he does it.

Eric: Do you like him?

RJon: He’s nice enough. I mean, we’re at a networking event. He didn’t offend me. He didn’t say anything stupid.

Eric: Do you think he’s honest?

RJon: I have no idea. I only met him for 10 minutes at a networking event and he said he helps HR professionals look good to the companies they work for.

Eric: Do you think I should call him?

RJon: Well, you know, now I’m beginning to wonder if I should continue to be friends with you because you obviously seem to be an idiot that you keep asking me these questions when I keep telling you I don’t know shit from Shinola. I just know I met a guy who says he helps HR professionals look good to the companies they work for and you are a friend who I care about and you’re an HR professional, so I thought I’d tell you about this guy and let you figure this out on your own.

Eric: Can you give me his information?

RJon: Oh yes, I can. Here you go. Stop the role-play. Do you see how this works?

Eric: Yeah.

RJon: Do you see why telling me all about where you went to law school and your specialty and all that stuff you were saying in the beginning, it actually works against you.

Eric: Yeah. They’re not going to remember any of it is the point.

RJon: Not only are they not going to remember any of it, but they have zero credibility when they try to tell someone about your credentials and your experience and where you went to law school. They won’t remember shit. Let’s imagine they even could. Let’s reverse role-play. Scott, do we have people waiting or can I spend some more time with Eric?

Scott: You can spend some more time with Eric and I’ve got some other things I’ll share, but go ahead. We’re good.

RJon: Okay. Eric, let’s just reverse the role-play for a minute, okay?

Eric: Sure.

RJon: You be the plumber who met the lawyer at the networking event. You went to a networking event and you met a lawyer named Eric. It’s just a coincidence that you happen to both be named Eric. That’s how you struck up the conversation. You saw his nametag; it said “Eric”. He saw your nametag and it said “Eric” and you both said, “Oh, your name is Eric” and you both said, “Yes.” You’re a plumber and he turned out to be an employment lawyer with all of your exact credentials that you’re telling me before. Are you ready?

Eric: Go ahead.

RJon: You got it?

Eric: I got it.

RJon: All right. I’m the friend who’s the HR professional who you’re seeing at the barbecue later on, okay?

Eric: Got it. Do you want me to ask the first question or you ask the first question?

RJon: You’re the plumber and we are friends and we see each other at the networking event. I’ll ask the first question and I’ll say, “Hey, Eric! Long time, no see! How are you doing?”

Eric: I’m great! How are you doing?

RJon: I’m doing great. Thanks for asking. Have you spent much time bowling lately? Because I know that’s a hobby of yours.

Eric: Oh yeah, I bowled a great game. I really enjoyed it. I was just there yesterday and bowled a 180.

RJon: Oh, that’s nice to know. What else is new?
Eric: I’ve just been working hard as a plumber. Business has been pretty good with this economy.

RJon: Now, you’re supposed to say --

Eric: And by the way, I met -- I was at this net-working function the other day and I met --

RJon: Back up, back up, back up. Eric, back up. “And by the way” or do you think that you’re going to say, “You know, I was thinking about you because I give a shit about you” so that you look quite the good guy.

Eric: Well, maybe both, but that’s fine. I think the answer is, “I’m thinking about what you do and I met this lawyer at a networking event the other day and he said that he makes HR professionals look good.”

RJon: Oh! What’s his name?

Eric: His name is Eric and --

RJon: Oh, does he have his own law firm?

Eric: He does.

RJon: How many attorneys work in his law firm?

Eric: He’s a solo practitioner.

RJon: Oh! Where did he go to law school?

Eric: In the University of Texas.

RJon: How long has he been doing work with HR professionals?

Eric: I think he said over 18 years, but I don’t know if I have the exact number of years.

RJon: Does he have any particular skills with working with HR professionals? Does he have any particular certifications? Is he a member of any kind of special bar associations? Does he have extra credentials around HR or employment law?

Eric: I’m not really sure, but he says that he makes HR professionals --

RJon: No, no, no. Just give me the answers. Pretend like you’re the plumber who remembered everything that Eric, the lawyer, vomited all

over him at the networking event about all of his credentials.

Eric: He’s board-certified in employment law and --

RJon: He’s board-certified in employment law? Really? When did he get board-certified?

Eric: 2005.

RJon: Wow! Why did he get board certified?

Eric: So he could have additional expertise to market to HR professionals and other companies.

RJon: How many HR professionals has he represented over the years?

Eric: Numerous ones. That would be difficult to quantify.

RJon: Oh, wow! Has he written any articles in the world of HR?

Eric: He’s written a couple of articles.

RJon: Oh, wow! Okay, Eric, are you beginning to realize how preposterous it is to expect your referral sources to be able to say any of this stuff?

Eric: They’re not going to say any of that stuff.

RJon: And even if they could, it wouldn’t even make any sense. So why would you bother telling them all that stuff rather than just telling them what they really want to know, which is, “How can you help me?” “Well, I can help make you look good. If you ever meet an HR professional who wants to look good to their company, you just send them to me and I’ll make them look good, and I’ll make you look good if you refer them to me.”

Eric: I got it.

RJon: Okay, so Eric --

Eric: What now?

RJon: So now, Eric, at the beginning of your turn, I said, “What do you do?” and remember how you just went on and on and on? I was like, Eric, Eric, oh my God, stop.

Eric: Yup, that statement of “I make HR professionals look good for companies.

RJon: Or you could say -- there are a lot of different ways to phrase that. Don’t feel like there’s something magic about those particular words. You could say you help HR professionals look good to their companies. You could say, “I make sure HR professionals have lots of job security.” You could say, “I help HR professionals get home to their families at a reasonable hour because it’s pretty ironic that HR professionals sometimes have the biggest challenges” and that kind of thing. You could say that. Do you see what I’m trying to say? You could say all different kinds of things, but you’ve got to keep it focused on what the HR professional cares about.

Eric: And what they want. I got it.

RJon: What they want, and then how you phrase it -- I could talk to 10 different employment lawyers in a row and we could come up with 10 completely different magic statements for the same reason why we probably would all order a different flavor of ice cream if we went out for ice cream together because everyone brings their own unique personality. Everyone brings their own style. Everyone brings their own point of view. Everyone is doing it for different reasons and different ways. Make sense?

Eric: Oh, I’m good.

RJon: Okay.

Scott: All right. I want to thank you for doing this. Thanks, Eric! All right. We’re going to give one last chance here to get in the queue. If you want to get in the queue, press *1. This will be our last call for getting Q&A in the queue. If you’d like to go through your magic statement with RJon, you can do that.

RJon, I figured I would just take a moment while we’re waiting to see if anybody gets in the queue here --

RJon: I have a question, Scott.

Scott: Yeah, go ahead.

RJon: I would like to challenge anyone who’s on the call to just get on the queue and just let me ask you what do you do and articulate something that makes sense, and then I’ll say, “Thank you very much” and you’re done. If you’re so confident that you’ve got this under control and you don’t need help with it then just get on the queue. I’ll say, “What do you do?” You’ll say what you do. I might ask one or two follow-up questions, but then you’re off the hook and you can go on with confidence that you’ve got this under control. If you don’t have confidence that you’ve got this under control then I would say it is sort of disrespectful of you to your family to not take advantage of the opportunity you have to get this right because not having this right is going to affect so much of what happens in your business which is going to have such a huge impact on so many parts of your life, and I mean that very sincerely, Scott.

When an opportunity like this is in front of a person and they don’t even take advantage of it, I just consider that a sign of disrespect to their family sincerely, and I’m not saying that to be funny or to challenge anyone. I genuinely to my core believe that is fundamentally disrespectful because your family is suffering because your business isn’t doing better and here’s an opportunity to get some help for free and you don’t take advantage of it, so either get online and let me hear what you do or else you better have it right.

Scott: Yeah, or let us help you in the meantime.

RJon: Why don’t you remind everyone how to get on the queue?

Scott: Yes. Press *1 to get in the queue. Press *1 and our operator, Crystal, will isolate your phone line and bring you on to the call with RJon and myself. While we’re waiting, RJon, I wrote down

some of the questions that you were asking Eric, and I know we've got some people who are going to be listening to this call as a replay to help them who may be listening via the membership site or the member's bonus kit that they receive.

Some of the questions that you asked when you started out with Eric were, "Where are you?" At the very beginning, you started with, "What's the setting? What event is this? Where are you going to be?" That was crucial to determining the type of people that you're going to be talking to. Then you asked him the question, "What matters to these people?" and then Eric thought he gave you the answer, but then you asked the follow-up question, "What really matters in their life?" and then he thought he had an answer to that question, but then it was, "What else do they care about?" That's when Eric finally answered, "Well, they care about their family. They care about their kids." Then you pointed out, how could you help them -- this was another question, "How could you help them achieve their personal, financial, and professional goals?" That was one of the questions you asked.

And then after you guys talked through that a little bit more, you asked the question, "If the magician had a magic wand, what specific problems do they want to go away?" and then Eric answered that question and then you pointed out and said, "And why do they want that problem to go away?" Right there was when you guys landed on the magic statement and it's through these series of questions that you led him down through answering these questions to where he got the magic statement, but then you didn't just leave it there. You said, "Basically, how do you do that?" The point being is you want to stoke their curiosity so much with your magic statement that they say, "Well, how do you do that?"

And then it was there that you helped to guide Eric in saying, "Well, let's avoid the technical aspects of what you do. Let's avoid how long you've been practicing as a lawyer, where did you go to law school. Let's avoid all of this technical stuff," and I thought of it like this. Just like a magician, after the trick is done, your prospect

should be wondering how in the world do you do that. If you've ever been to a magic show -- and I used to actually do magic, RJon. I don't know if you knew that. I used to actually perform magic and that was one of the things. You know you have that crowd if they're all wondering at the end of that trick how in the world do you do that. That's why we call that the magic statement because we want to leave our prospective new client or the person we're networking with with the impression of how in the world do they do that. I really don't know, but I'm really --

RJon: Look, Scott, you've met hundreds of our members, right?

Scott: Yup.

RJon: It looks like magic when you take a person and their law firm is struggling financially and eating them up alive personally and professionally, not necessarily that much fun, and 18 months later, their revenues are doubled, their profits are higher, they're happier. They even stand straighter. You see their skin clear up. There are so many parts of their life that get better. You've seen this happen. It looks like magic, right?

Scott: Yeah.

RJon: If I'm at a networking event and someone asks, "What do you do?" and I tell them what I actually do, they're going to run and jump out the first window they can find. No one wants to know how their sausages get made. No one wants to know about all my credentials and all of my experiences. No one wants to know that stuff. They just want to know how I can help them.

"Really? So you could help me take my law firm from \$150,000 to \$500,000 in the next 18 months, and my personal income will triple and I can work fewer hours and I can have more confidence to be able to say 'yes', that my kids really can go to college and I'm going to have more fun in the process? How do you do that, RJon?" "Well, do you have five hours for me to lay the whole thing out for you? Because if you do, I'd be happy to lay the whole thing out for you," but no one wants to

know that. They don't need to know that. They just want to know the benefit. What's the benefit of working with you? That's what people really want to know and it works like magic. We call it the magic statement because of the analogy with the magician and because it works like magic and because no one really wants to know all the details.

The person who you're meeting with doesn't really want to know all the details. The time and the place to get into the details about how you do what you do is when you have the prospective client finally in the office and they ask you, "How do you do this?" not until then. All right, so we've got no one else --

Scott: We've got one more person in the queue. We've got one more.

RJon: Great!

Scott: Okay. Crystal, we are ready for our next call.

Crystal: Yes, we do have another question. However, Nadine, David, I need you to press *1 again to put yourself back in the queue. Can you please press *1 for me?

Scott: Okay. It looks like you may have taken yourself out of the queue, so if you were in the queue, press *1 so that we can bring you on the line with RJon.

Crystal: Yeah. I have her. One moment. Nadine, your line is open now.

Nadine: Hi, RJon! This is Nadine.

RJon: Hey, Nadine! How are you? Long time no see.

Nadine: Yeah, it's been a while.
RJon: How are you?

Nadine: I'm good. I'm good.

RJon: Good. What do you do?

Nadine: I make sure probate and guardianship issues don't delay settlements.

RJon: You make sure probate and guardianship issues don't delay settlements. Now, why does the client care about not having their probate or guardianship issues delayed?

Nadine: Well, we actually work mostly with the personal injury lawyers, and so they care because they get paid faster and the client cares because they get paid faster too.

RJon: So it's really the personal injury lawyer who is sort of driving the decision to hire your firm.

Nadine: Correct.

RJon: Okay, so we have to speak to what the personal injury lawyer is interested in, not necessarily what the client is interested in. Now I understand you said, "We make sure probate and guardianship issues don't delay settlements" because the personal injury lawyer is all key into you don't want to delay settlements. That's why you said that, right?

Nadine: Yes.

RJon: So the only thing that I would add to that to give it a little bit more punch is to say, "My firm makes sure that probate and guardianship issues don't delay settlements so that personal injury lawyers can get paid faster."

Nadine: Okay.

RJon: Because then the personal injury lawyer knows that this is really right up his or her attic. Make sense?

Nadine: Yeah, that makes sense.

RJon: Excellent. I'm glad that you're doing well. Send me an email. I'd love to hear more about what's going on with you and Keri.

Nadine: Okay, yeah. I don't know -- maybe that email will be a better spot, but we also had a

question because our marketing has finally been panning out for us over the last year and so right now, we're looking at hiring some additional staff, which we've done in the past and hasn't always worked out great. Right now, we're in the second round of interviews to get an attorney and a paralegal and we're trying to figure out how do we make sure we don't overhire by doing it all at once, but also trying to strike the balance of being able to continue our marketing. Right now, we're way over capacity.

RJon: Way over capacity meaning you have over capacity meaning you've got too much task, you can't handle more work than you've got, or over capacity means you've got more work than you can handle?

Nadine: Over capacity, we have too much work for what we can handle.

RJon: Scott, do we have time to get into this side issue?

Scott: Yeah, we can. I want to make sure -- I want to be respectful of your calendar as well, so we've got some time if you've got the time available.

RJon: Yeah, this won't take long.

Scott: Okay.

RJon: So the marketing plan -- and this is the same marketing plan that you left -- when we were your outside CEO, I remember you and Keri developed this marketing plan as the final niche, as a niche, and then you went off and I don't know what happened, but now it's finally working. Good! Congratulations! I'm very happy sincerely for both of you. Now, you've got the problem of you've got more work coming in than you know what to do with and you need to hire more people to help you.

Nadine: Right.

RJon: Okay. Do you have a personal assistant?

Nadine: No.

RJon: Okay. How much capacity for legal production is being squandered because you are doing the job of a personal assistant instead of cranking out more productive work yourself? The answer, a lot because I know you've got kids and everything else.

Nadine: Yeah, so that's one of the other things because I want to actually extricate myself from the legal work because we have a new -- I just had a baby exactly four weeks ago, so I actually need to remove myself from that role.

RJon: Yeah. Well, we're still back to the same point, which is first thing you guys need is a personal assistant.

Nadine: Okay.

RJon: Think of it this way. You could hire -- are you guys still in Tampa?

Nadine: We are actually in Gainesville right now, Gainesville, Florida.

RJon: Okay, so you could hire a good, full-time personal assistant for probably \$35,000 to \$40,000 a year?

Nadine: Yeah. I would think that would be -- well, yeah.

RJon: Okay. Let's call it \$45,000 a year. Are you thinking that's too low or are you paying more?

Nadine: No. I think in this area, that could be high.

RJon: Great! Well, that's a good, professional, not a part-time college kid who's going to screw up your whole life and treat the job like a hobby. I'm talking about a real professional who's going to take it seriously. Let's go ahead and invest \$45,000 a year on a good executive personal assistant to help both of you times 1.20 for benefits, \$54,000 a year divided by 46 productive weeks in a year is \$1,173 a week divided by -- it's going to give you back 40 hours a week of your life. You're basically buying your time back for \$29

an hour. How many hours a week are you doing the job of a personal assistant yourself?

Nadine: A lot.

RJon: 10? 20?

Nadine: Probably somewhere between there.

RJon: Okay. Let's even just say it's 10 hours a week. 10 hours a week times \$29, so you're saving yourself a grand total of \$290 a week. Congratulations. You're working for \$29 an hour. Now, if you would take those same 10 hours and invest it and practice law with those 10 hours, how much are you capable of generating per hour? And I get that you do a lot of stuff on contingency, but if you were to figure your real hourly rate, it's got to be \$250 an hour, right?

Nadine: Yes.

RJon: Okay, so you could be generating \$2,500 a week, but instead you're saving yourself \$290 a week. Let's just see. \$2,500 a week minus \$300 a week, you're basically flushing \$2,200 a week down the toilet times 46 weeks, so you're basically flushing \$100,000 a year down the toilet. And oh, by the way, do you think you'd be more professionally satisfied and feel better if you were practicing law or doing your own personal errand and business stuff? Are you there?

Nadine: Yeah, I'm here. Obviously, I'd rather be practicing law than doing just the random tasks around the office and stuff like that.

RJon: And running errands and taking care of all the shit that you take care of as your own personal assistant, and oh, by the way, for \$290 a week, you get someone for 40 hours a week. You work 10 hours a week doing something you like doing and you generate an extra \$2,500 of revenue. You pay \$300 of that \$2,500 of revenue and you get someone to work for you for 40 hours. How much better is your life? How much better is Keri's life? How much better are the lives of your children if you've got someone working 40 hours a week to make your life better?

Nadine: Right.

RJon: So yeah, that's the first thing that I think you guys need to do. Fire yourself as personal assistant. Give yourself a promotion to lawyer for another 10 hours a week and your whole life will turn around, and then you'll have an extra \$100,000 a year of revenue and then you can take that extra \$100,000 a year revenue and then you don't have to be stretched so thin when it comes to hiring the paralegal or the associate attorney.

Nadine: Okay.

Scott: All right. Thank you, Nadine.

Nadine: All right. Thank you for that breakdown.

RJon: You're welcome.

Scott: Hey, Crystal, it's my understanding we've got one last person in the queue.

Crystal: Yes, we do. Our next question comes from Eric. Eric, your line is open.

Eric: Hello, RJon!

RJon: Hey, Eric, different Eric.

Eric: It's a different Eric. So I help people who have or want to create small businesses.

RJon: What do you help them to do? Do you help them with their marital problems? Do you help them lose weight? What do you mean you help?

Eric: Well, I'm going in a new direction and I'm trying to assist individuals who have existing small businesses that needs legal advice or assistance or people that would like to get one off the ground.

RJon: All right. First of all, Eric, I don't know you, so I don't know whether you would ever use the word "individual" in conversation with regular people. Would you?

Eric: Use the word "individual"? Yes, I would.

RJon: Okay, so you happen to be a formal person. You speak in a formal way like that.

Eric: Correct.

RJon: Okay. I don't. I just say "people", "I help people," but if saying "individual" comes naturally to you then go for it. So you help individuals who are small business owners, so why don't we just say you help small business owners?

Eric: I can say that? Okay. I help small business owners.

RJon: Right, because "I help individuals who are small business owners" make you sound like a lawyer and we want you to sound like a regular person.

Eric: Okay. How about for the individuals that -- I'm sorry. Go ahead.

RJon: No, go ahead.

Eric: How about for the individuals that do not yet have a small business, but would need to learn more about how to form one?

RJon: Well, let's just stick with the small business owners first before we get to that. You help small business owners to do what?

Eric: To run more efficient businesses and to avoid legal difficulties down the road.

RJon: You do management consulting?

Eric: I've touched upon that. I also have an MBA and --

RJon: I just want to know what you do. I'm sincerely confused. What do you do? This is the point when you say things like this because you're trying to avoid being cornered on something. What you end up doing is actually confusing the other person.

Eric: Okay. My intention in going in this direction of a legal practice is to be able to help somebody

that has a small business, to be able to review their documents, create their documents, give them advice on the formation issues, and a system with some of the other problems I come up with having a small business.

RJon: So help me understand what you help them to do because none of that sounds very interesting to me.

Eric: Okay. Of late, I've been helping people with document reviews so that they understand what they're getting into.

RJon: You're just making it worse, Eric. You're just making it worse. No one gives a shit about anything you just said except other lawyers and other lawyers aren't the people or your other business lawyers, and other business lawyers aren't the people who are ever going to refer new business to you or at least not your target audience. You've got to speak in plain English that other people, specifically business owners, care about.

Let me see if I can help you this way. I've got to play a little Socratic method with you. I'm sorry. Why do most of your clients end up with a problem that they have or end up with the trouble that they have?

Eric: Because they didn't understand what they were trying to accomplish.

RJon: Do you really think that's why? You give them so little respect that they didn't understand what they're trying to accomplish?

Eric: No, but you're asking me to make a statement.

RJon: Do you really hold them in such low regard?
Eric: No.

RJon: I'm asking you why do you think that they have the problems they have and you said because you think it's because they don't know what they're trying to accomplish, and I'm asking you do you really hold them in so low regard that

you don't think that they know what they want to accomplish. Maybe you do. I don't know.

Eric: Okay. I do believe that they kind of understand what they're trying to accomplish, but they might not understand some of the side effects of it.

RJon: You don't think that they understand that -- what I'm trying to accomplish is I want to grow my business, I want to increase my gross revenue, I want to preserve my gross profit margins, I want to reduce my fixed overhead, and I want to put more money in my pocket, all the while building a team with processes and procedures so that the business can keep running without me being there. Don't you think most business owners know that that's what they want to accomplish?

Eric: Yes, I do.

RJon: Okay, so why do you think they have the problems that they have that bring them to you in the first place?

Eric: Well, the way I see it is that they have an issue or they have something that they're trying to accomplish and they don't understand how to get there.

RJon: Do you think that most small business owners don't understand that their agreements have to be documented in writing and clear?

Eric: I think that most do understand that. Some of the ones I've talked to --

RJon: Okay, so then why do you think they end up with the problems they end up with? I'm trying to help you get to an "aha" moment rather than just telling you because I feel like it's going to have a more lasting impact for you if I help bring you to the conclusion rather than just tell you, but if you're getting frustrated, I'll just tell you the answer if you want.

Eric: I'm getting frustrated. I prefer --

RJon: Okay. The reason why your clients have the

problems they have is because all the stuff you're talking about bores the shit out of them. They don't want to do documentation. They don't want to write contracts. All the stuff you're talking about, they don't like that stuff. If they liked it, they'd be doing it themselves and then they probably would've gone to law school themselves too. They don't like that stuff.

Eric: Okay. I kind of agree with that.

RJon: Okay. So now, I'm asking what do they really want and what you answered me is they want all the stuff that you just agreed with me, they don't care about, don't like, and bores the shit out of them.

Eric: Right --

RJon: All the things that excite you, all the things that you think are really cool are to your clients for the most part a means to an end and they're not excited about the means. They're excited about the end. They don't want the means. They're willing to put up with the means. They're willing to tolerate the means. What they're after is the end.

You probably right now are really unhappy that you're speaking to me. You probably think, "This sucks. I wish I didn't have to talk to this guy and have him ask me all these uncomfortable questions." You don't want the means. What you want is the end. Your want your law firm to be more profitable. You want your law firm to run more like a real business. You want to have this great life, and so you're willing to put up with the mean to get to the end.

If I promoted this call by saying, "Eric, you should dial in on this call so that RJon can ask you a bunch of uncomfortable questions you're not going to know the answer to and get you frustrated," you would not have called and raised your hand, would you?

Eric: No. I knew it would happen and I did intentionally put myself in the queue so that I would've gone through this already the next time I do this.

RJon: The point I’m making is the reason why you’re here is because what you’re after is the ultimate end that you want to achieve. So when I ask you, “What does your client want?” I’m talking about the end, not the means. You’re talking about the means. I want you to start talking about the end.

Eric: Okay.

RJon: If your client went to a magician and the magician said, “What do you want?” they wouldn’t say, “I want all my documents documented. I want all my contracts drafted. I want all of my regulatory issues attended to.” None of them would say that. Not one of your clients would ever say that to a magician. They’d say, “I want my business to be more profitable. I want to settle a legal problem. I will want to have to slow down the growth of my business to deal with legal hassles.” Those are the kinds of things they would say, wouldn’t they?

Eric: Yes.

RJon: So they’d go to a lawyer or they’d go to a networking event and the lawyer says, “I help clients draft documents. I help clients remain in regulatory compliance. I help clients negotiate contract.” No one wants that. They’re willing to put up with that shit to get what they want, so instead of continuing to tell them what they need, start speaking in terms of what they want. Do you follow the thinking?

Eric: Yes.

RJon: Okay. So now, what do your clients want? They’re small business owners. We know that. I help small business owners. Two, fill in the blank with what they ultimately want.

Eric: Become more successful.

RJon: To become more successful. Now, I think you need to say a little bit about law just so that they don’t think that you’re a marketing person or trying to sell them website services or a lender or a banker or something like that. I think you need to put a little bit of a hint that this is legal.

Eric: Okay, so become more successful by helping solve their legal issues?

RJon: I help small business owners run more successful businesses by getting ahead of all their legal problems or something like that. Do you get the idea?

Eric: I do.

RJon: Okay. So let’s just role-play for a second. I’m going to ask you again what do you do and I just want to hear you say it. So Eric, what do you do?

Eric: I help small businesses by helping them get ahead of their legal problems.

RJon: I help small business owners run more successful businesses by helping them get ahead of their legal problems. Are you going to focus on the business or are you going to focus on the business owner? And this is just a personal decision for you to make. There’s no right or wrong answer.

Eric: The business owner.

RJon: Okay, so let’s hear it again. What do you do?

Eric: I help small business owners by helping them get ahead --

RJon: I help small business owners to accomplish something by the way you help them do it because what they’re mostly interested in is accomplishing what they want to accomplish, not the means that you use to do it.

Eric: Yeah, I follow.

RJon: So let’s hear it again. What do you do?

Eric: I help small business owners by helping them get ahead of their legal problems.

RJon: You help small business owners with what? No one cares what you do until they know how it

helps them.

Eric: I help small business owners -- I mean that would be for me my --

RJon: You help small business owners to do what? To do what?

Eric: To avoid future legal problems.

RJon: They don’t care about avoiding future legal problems. They care about accomplishing their goal. Ask me what I do, Eric.

Eric: What do you do?

RJon: I help small law firm owners make a lot more money. I do that by teaching them how to run their law firm like a real business. You’re not interested in learning how to run your law firm like a real business unless or until you’re interested -- unless or until you know that it’s going to help you accomplish something that you’re really after. Are you interested in making your law firm make a lot more money?

Eric: I am.

RJon: Now, you’re interested in learning how to run it like a real business. If you were interested, try it again. “What do you do?” “I help small law firm owners not make any more money, continue to work insane hours, and still not have any confidence in their future, and I do that by helping them learn how to run their law firm like a real business.” Do you see how different that sounds to you?

Eric: Yeah. It doesn’t quite roll off the tongue and catch your imagination.

RJon: Well, it’s not that it doesn’t catch your imagination. It’s that you absolutely don’t want the outcome that I’m promising. You don’t want to not make more money, you don’t want to work crazy hours, and you don’t want to not have confidence in your future. I help small law firm owners make a lot more money, have a lot more control over their time, and be a lot more confident about their future. I do all of this by sprinkling magic

fairy dust on them. Now, you want some of that fairy dust, don’t you?

Eric: Yes.

RJon: I help solo and small law firm owners build million dollar law firms in 18 to 36 months all the while taking off more time with friends and family away from the law firm than they ever imagine possible. I do that by giving them a bag of magic rocks. You want the magic rocks, don’t you?

Eric: Yes.

RJon: I help small business owners -- what does a small business owner want to hear you say you help them do so that they’re interested in getting the magic fairy dust that comes later?

Eric: Well, with the direction you’re going, it’s to make their lives better by relieving them of something that they don’t want to do.

RJon: Or make their lives better by giving them something they don’t already have in their life.

Eric: Okay.

RJon: So what do you help small business owners to accomplish?

Eric: I’m going to have to think on it awhile because the only thing I’m really going to be able to tell you now is I help small business owners something to the effect of relieving themselves from the difficulties they have or taking away some of the problems that they’ve got.

RJon: Do you understand that solving their legal problems is a means to their end that they put no value on?

Eric: Yes.

RJon: Okay. If you don’t want a hole then the shovel is of no use to you, right?

Eric: Right.

RJon: You’ve got a shovel. Until you help the person understand that there’s value in having a hole, they don’t care about your shovel.

Scott: Hello? RJon, are you there? RJon?

RJon: Yes. Can you hear me?

Scott: Okay. There you go.

RJon: All right. If you hang around with too many lawyers and if you hang around with too many business lawyers, you’ll come to believe that the value of the shovel is the shovel, but we’ve got to get you out of that world and help you understand that the value of the shovel to the consumer of the shovel isn’t the shovel. It’s the hole and why they want the hole and what the hole would do for them.

I help people have better health and make them more popular and spend more quality time with their family in the summer by selling them shovels that they use to dig swimming holes, swimming pools. “Oh, wow! I want those. I’ll take the shovel.” So what is it that the small business owner really wants? If they really wanted all of the legal stuff you’re talking about then the marketing would be very easy for you and there’d be a line of people at the door. You’ve got to speak in terms of the benefit. Do you follow what I’m saying, Eric?

Eric: I am following what you’re saying.

RJon: So what do your small business owners really want? If they could go to the magician and the magician said, “You don’t need to worry about it. Just tell me what you want,” what outcome are you after with your small business owner? The small business owner would say, “Wave your magic wand and give me this.” What do they want? “I want...”

Eric: They want a successful business doing what they enjoy doing.

RJon: I help business owners build a more successful business so they can have fun doing what

they enjoy doing and I do this by helping them get ahead of their legal problems so they don’t get sidetracked. Bam! That’s going to get a lot of attention from the right audience, don’t you think?

Eric: I think it would.

RJon: Okay. That’s the way to structure this thing. Now, to your point about, “What about the people who I help them to start a business?” well, if you’re at a networking event and you know that the networking event is full of business owners then you don’t need to talk about starting a business because they don’t care because they already have a business. If you’re at a networking event and you know that the networking event is full of people who are advising people who are going to start a business then you focus on the magic statement that is going to be about starting a business. It’s like you’ve got multiple different outfits. You wear the right ones at the right event. Do you follow what I’m saying?

Eric: Okay. I do.

RJon: I help people to start successful businesses so they can enjoy doing what they’re doing and the way that I do that is by helping them get ahead of and avoid all of their legal problems. If by accident you use the wrong one, it’s not like the person who wants to start a business or the person who knows people who start businesses on a regular basis, it’s not like the insurance agent or the realtor or the accountant who works with people who start businesses regularly and runs into at a networking event and you say, “I help small business owners...” blah, blah, blah, it’s not like they’re going to say, “Oh, well, that’s too bad because I only work with people who start businesses, but you didn’t say that, so I’m now excluding you from having this.”

If it’s remotely relevant, they’re going to ask you more questions and then you’ll say, “Oh yeah, I also do that with people who [Inaudible 01:44:56],” “Oh, you do? Tell me more about that.” If you’re talking to people who is -- if you go to a networking event and you’re saying this to an accountant or someone like that, or an SBA lender who help

people who already have businesses primarily and you say, “I help people start businesses that...” blah, blah, blah, they’re going to say, “Do you also work with existing business owners?” If I am at a networking event and I say, “I help lawyers build million dollar law firms in record time and give them a great life and rack their profitability and they have a lot more fun than they ever imagine possible” and someone is there and they didn’t have a law firm before, you don’t think they’d ask, “Oh gee, do you also help people start those kind of law firms?” “Well, yes, I do” or vice versa. If I say, “I help people start highly successful law firms and get them to a quarter million dollars of gross revenue in 18 months, take them from 250 to 500 in another 18 months, 500 to a million and five in another 18 months, and all the while they get to enjoy a great life” and the person doesn’t have a law firm but they want to start or the person -- “Can I help you to start these law firms?” and the person already has a law firm, it’s not like they say, “Oh, I guess you can’t help me because I already have my own law firm.” They’re going to speak up. They’re going to engage me in a conversation. It’s a conversation starter.

Eric: Okay.

RJon: Does that make sense?

Eric: It does. It makes good sense.

RJon: Okay. All right. Scott, I am --

Scott: Yeah, we’re up against the time, man. Eric, I want to thank you for sharing with us and looking through your magic statement. I want to thank RJon. I want to thank you for taking time out and investing in all of us and investing in the membership. I want to thank everybody for being on the call.

As always, we’re here to serve you. If there’s anything I can do as the community manager to help you, let me know. You’ve got my email address, scottwhittaker@howtomanage.com. I’ll give a little thank you also to Crystal who has been our operator in the background. RJon, any final thoughts?

RJon: I just want to encourage everyone. I know we only heard from three people on the call today. Unfortunately, these calls, there’s only a limited amount of time. If you did not get a turn to practice your magic statement with me, I want to encourage you to say it out loud to three or four people who don’t know you, not related to you, and who are not lawyers. Don’t practice your magic statement with other lawyers because it’s just not going to work. Practice it with other people. Get on the discussion forum. Post your magic statement. Scott and I will be on there. We’ll be watching it and we’ll help you there as well.

This is just foundational to a successful marketing plan. Don’t go and pour a bunch of money into a video or into a website or into a pay-per-click or any other kind of fancy-schmancy marketing until you get this right. Until you get this right, your marketing is never going to work nearly as well as it could and should be working. This is like the magic sauce, the magic fairy dust that takes marketing plans and really super charges it. It’s worth getting right.

Okay, Scott, that’s everything I wanted to say. Thank you for organizing this and I’ve got to go and hang up.

Scott: All right, sounds good. Thank you, RJon. I want to thank everybody again for being a part of the How to MANAGE a Small Law Firm All Digital Membership. Keep an eye on your membership site. We are constantly updating that. For those of you who are brand new to the membership, I want to welcome you as well. Be sure to check out if you haven’t already done so, go ahead and enter your numbers in the dashboard and check out all of the other documents and tools that we’ve got for you. Keep an eye on that. We’re constantly updating it more especially as you have requests.

It’s our privilege to be able to serve you and I hope everybody has a great rest of the day. Thank you very much.



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