

KEYS TO SUCCESS TRAINING

A Virtual Education Model by
Practice Success Section of NAEELA

- Overview of Comprehensive Practice Success Planning
- Developing a Business Plan and Mission Statement

PRACTICE DEVELOPMENT	PRACTICE MANAGEMENT
<ul style="list-style-type: none"> ✓ Branding, logo & collateral material, e.g. letterhead ✓ Traditional Retail Marketing (seminars) ✓ Traditional Wholesale Marketing (referrals) ✓ Websites – Building a Website <ul style="list-style-type: none"> ▪ Attorney Ratings, CELA, CAP, LL.M, AVVO, etc. and Internet Marketing ▪ Social Media ▪ Radio, Television and Newsletters ▪ Video Conferencing, e.g. Skype 	<ul style="list-style-type: none"> ✓ Engaging Staff (hire, fire, compensate) ✓ Computer Operating System and Document Assembly ✓ Paraprofessional Case Management and Systems ✓ Computer Selection, Telephone System, Copier, Fax and mobile devices (hardware) ✓ Office Manager and Bookkeeping and key business records <ul style="list-style-type: none"> ▪ Tablet Utilization, e.g. iPad ▪ Paperless, Scanning and Cloud Storage ▪ Mobile Office ▪ Managing Time ▪ Selection of business entity
<h2>DEVELOPMENT & MANAGEMENT ACTIONS</h2> <ul style="list-style-type: none"> ✓ Fee Agreements, price charts & ethics ✓ Coaching Solutions ✓ Active participation in NAEELA & other professional associations. ▪ Enhanced Practice Model: Life Care Planning ▪ Satellite Offices ▪ Client Maintenance Program 	

✓ ITEMS DENOTE TOP ACTIONS

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