

The
enchantingLawyer



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Action Guide

Dave Aarons

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1. Get Creative

Dave talks about how it is important to understand the financial situation of your clients and potential clients. By being creative with the way that they can pay, you can not only help them out, but you are also more likely to get their business in the first place.

How Does It Apply?

Write down below the typical financial situations of your potential clients. What can you do to help them be able to pay in a way that can help them out?

2. Unbundle

Dave explains about how his business helps attorneys to separate down their services. This means that instead of offering one package, you can offer individual parts, meaning that your clients do more themselves but pay less, and you have more time freed up to do what you have the professional training for.

How Does It Apply?

Think about what services you can separate out and offer as a specific service. Write these down below and figure out a price structure for it.

3. Use Technology

Dave describes how today there is a lot of technology out there which can help us save time, to get an individual job done.

How Does It Apply?

Write down below what tasks are the most time consuming in what you do. Now do some research to see if there is any technology available which can help you do this.