

Introduction: Welcome to the Enchanting Lawyer Podcast, the show that walks you step by step to improving strategies you can use today to grow your business. We show you how being kind, useful, and, of course, enchanting will bring you more clients and build a thriving community.

Now here's your host from sunny San Diego, Jacob Sapochnick.

Jacob: Hello everybody and welcome to the Enchanting Lawyer podcast. This is a show where we interview the most inspiring entrepreneurs, business people -- and some of them are lawyers -- who inspire us to do our job better.

Every week I try to find an interesting person and this week I have a special guest who happens to be a friend of mine as well. We have Jim Hart who is an attorney in North Carolina and he's visiting here at my office in San Diego. We're both sitting here at the office.

Welcome, Jim. How are you?

Jim: I'm doing great. I love being in San Diego.

Jacob: Excellent.

Jim also has a podcast and we'll link his show in our notes, but he's an attorney. We'll talk about what he does right now.

What I like about Jim is his knowledge in marketing, his excitement about helping people, and the fact that me and him share a common passion for technology and building businesses using older tools. In fact, you're here now for -- What is the conference that you're here for?

Jim: The Traffic and Conversion Summit.

Jacob: I'm not at the conference myself this year, I was there last year. But I can imagine that there are not that many lawyers in that conference.

Jim: So far I've seen, including myself, three of us, and there's 3,000 people there.

Jacob: Exactly. So that just shows us what -- The fact that you're there, it's already puts you in a progressive state of mind.

There are many things we can talk about with you. You know about marketing and we both have many shows about how to get clients, how to get traffic. But I think today, I want to focus about the human factor of being an attorney, the struggles that we have about choosing what to practice, change in our business, and how to deal with challenges. I think that -- we both have challenges and we can share some of them today.

So, first of all, why don't you tell our listeners -- many who probably know you already -- about what you do today and where you're located, and a little bit about the path you're taking right now.

Jim: Well, I'm located in Cary, North Carolina. I'm in the process of building a law practice, it's called Hawthorn Law. It's an Intellectual Property Law Firm that is designed to help online entrepreneurs to protect their brands online. My goal is to work with clients all over the country as well as all over the world, and to really build this into the premier law firm that will help online entrepreneurs with anything related to the intellectual property needs.

Jacob: Right.

Jim: Specifically trademarks and copyrights. We don't do patent, things like that, but that's kind of what we're looking to do.

Jacob: And you continue to run the Legal Marketing Made Easy podcast, right?

Jim: That's right. We have a podcast, Legal Marketing Made Easy. I've got a community of people there that follow me and we have some premium products there as well.

Jacob: Why don't you take us a little bit back. I mean you've been practicing more than 10 years now.

Jim: That's right.

Jacob: I can look at a few emails before you came today and I knew that there's a lot of attorneys that are currently in transition. They don't know what to do as a practice area, some new attorneys. We've got some lawyers who are working for the government and they want to start their own businesses. Why don't you take us a little bit back to the beginning? How did you start? What was your first area of practice? And how did you choose it and why?

Jim: Well, I started back in 2005 in Florida. Basically, it was a family law firm and I did that because that's what paid the bills and those were the easiest cases to get.

Jacob: Right.

Jim: In hindsight, we were talking about this before we started. I kind of regret that -- I don't necessarily regret starting the law practice but I think if I had to go back and do it all over again, I'd be doing this practice area. But I don't think that would have been possible without the experience I had building my law practice with the family law practice first.

Jacob: Right.

Jim: So, I basically did that for four or five years in Florida, then my wife and I moved to North Carolina. I've been in North Carolina since 2009 and so just recently made the transition over to the intellectual property side.

But really the impetus for that was really two things: it was the fact that I was turning 40 last year, as well as the fact that my mother had cancer and was dying of cancer, and I realized my own kind of mortality and realized that I want to do something I was really passionate about. I didn't want to wake up in 10 years and still be unhappy. I was unhappy in the practice law with what I was doing and I think that was holding me back in a lot of respects.

And so I had to find something I was really passionate about and that I really love. Ultimately, after a lot of soul searching and praying and everything else on it, I realized that helping online entrepreneurs in that space was something I really want to do. And so now that was kind of the impetus behind what Hawthorn Law is now.

Jacob: Now you mentioned something interesting and I hear it a lot. You said that you are not happy with the practice of law while you're practicing. What made you unhappy?

Jim: You know, that's a great question, because I think a lot of lawyers go through that and a lot of lawyers are wondering do they really just hate being a lawyer? Do they hate the fact they went to law school? I've grapple with those questions myself.

It wasn't so much that I hated being a lawyer because I actually really enjoyed being a lawyer. I really enjoy the work we do. I really enjoy working with the clients that I work with. I find it really interesting. You're always getting something new thrown at you. It's an exciting type of work to do. It's an exciting profession.

I think what I didn't enjoy was the work that I was doing. The actual practice area I was working on was what was really holding me back. It wasn't something that I could really be passionate about.

I met with a client a couple of weeks ago and I just remember sitting there -- this is a family law client because I still do have some family law clients. And this person, literally, suck the life out of me. I mean it was such a negative experience for the better part of a morning, just sitting there with this person thinking, "I hate doing this. I hate everything about this right now."

When you hate what you're doing, it's really hard to provide a lot of good value to the client. I think I heard somebody say once, it might have been Dan Kennedy or somebody said, "If you don't enjoy what you're doing, what a horrible

existence you've created for yourself." Because you can't make an impact in a positive way in the life of your clients if you don't really enjoy what you're doing.

Jacob: Right.

Jim: And so that's when you -- I need to make a change.

Jacob: Right.

Jim: This meeting, just a couple of weeks ago, just reinforced what I'd already known from last year which is why I started that.

Jacob: And I can share with you. I had a similar experience about five years ago where I felt that I -- I enjoy the area of immigration which is my area of law but what I didn't like is the routine of the case work. And so that's something that kind of was something like an issue where I couldn't do this every day doing the same thing.

And so I've decided that I will reduce the case work that I will be responsible for to, say, 40% and the 60% some other attorney will do. Instead of completely stepping away from that, I reduced it to the point where I didn't do it anymore and I focus on managing the law firm which, in my case, I enjoy more than actually practicing the actual area of law. Everybody's different.

You mentioned what Dan Kennedy said and I heard an interesting talk the other day by a guy who is -- He's a rabbi. He's not a known rabbi but he's a local rabbi and he mentioned something about -- he's talking about the pursuit of happiness. People are looking forward to be happy all the time especially -- That's the point of employment, people who are always judging each other about what we do.

He says the key is if you're happy to get up in the morning and show up to work and help even one person because [unclear 00:08:44] cashier, because you're an attorney, because you're an accountant, the continuation of helping others every single day will continue to inspire you to become happy. I thought it's interesting because we all -- no matter what we do, we help people, right?

And so I think that if you're not happy helping family law clients but you're happy to inspire entrepreneurs who are doing online businesses, doing great things, making money and helping others, what a beautiful business to be in, right? What a great lawyer you could be, right?

So Jim, I wanted to ask you. There's a question that most lawyers are trying to answer, especially in networking events, and people say, "How is your practice -- how are you different than others?" How would you answer that question?

When somebody's asking you today, "What separates your business from other lawyers?"

Jim: Well, I would say, number one is kind of the personal touch that you have because there's a lot of other businesses that are in the intellectual property space. There's the LegalZoom's and the other businesses such -- like that that it kind of commoditized the legal services that we provide.

The way my law firm is different is, number one, we provide a lot of value-added services, pro-active legal services that other attorneys aren't necessarily doing. So what a lot of attorneys do is they wait until somebody has a problem and then they come to them and they provide a solution, a legal solution to that.

Jacob: Right.

Jim: What we do is we take a much more pro-active approach, kind of in the planning side, to kind of identify the issues that the client may not even be aware of at the outset so that we can help the client fix those problems at the get-go. And we do that in a very unique way that we provide a subscription-based model where most clients will go to a lawyer, or a service like that, and they'll pay a fee and they'll get a legal service.

Our clients sign 12-month contracts with us where they pay us each month an equal amount based on the level of work that we anticipate will be needed and then basically we're able to build relationship with that client overtime and get to know them and their business. And so that's very different than what I think many lawyers are doing and even some of these other services online are definitely doing.

And then the other thing that really sets us apart is my knowledge of internet marketing. When I'm working with online entrepreneurs, I'm kind of an online entrepreneur myself. There's a certain component of that in the fact that I'm building a nationwide law firm. I can't do that from Cary, North Carolina in and of itself. I have to go online to reach out and search for other clients and let other people know that I'm available and I can help them with these services.

So, there is a lot of digital marketing involved in that. And that's one of the reason I'm here in San Diego for this Traffic and Conversion Summit because that's the whole point of the conference is to learn how to reach people like that, in an ethical and a value-added way. And so, I think, those are some of the things that really set us apart from what other law firms are doing.

Jacob: Right.

You mentioned the subscription model which is, to me, is a new way of offering legal services. Many attorneys are talking about unbundled legal services where you can do one thing and then the client can do the rest.

What are some other ways you can see the future of law as far as services? One of them is subscription model. Any other ideas we can kind of brainstorm together for others who are listening?

Jim: Well, it's funny. I met somebody at this conference, he's a patent lawyer. For entrepreneurs that are out there that are thinking about applying for patent -- Evidently, I don't do patent law. It's a very expensive process.

Jacob: Yes.

Jim: We're talking five figures, minimum, in legal fees to do that. And so what this lawyer has done which I thought was really, really smart, is he basically -- He is a patent lawyer so he'll do his due diligence on the idea that the client has when the client comes to him. And then basically what he'll do is finance the legal work for the client and then he prosecutes the patent and then he will rent back the lease rights to -- He basically lease the patent back to the client with exclusive rights as well as a buyout provision over the course of time. So then that client can make smaller payments overtime and still get the patent they need to pursue the product they want. I thought that was a very innovative provided that he's doing ethics way to provide legal services.

Obviously you've got your subscription-based model which not many attorneys are doing, but I think it's a great way that many attorneys should be looking to do legal services. You've got a different component which is the, I think, the legal insurance type of route where you can provide services where people pay you at a monthly subscription but really what they're paying for is insurance in the event that you might need the help. And then obviously that work could be outsourced to a law firm that would do it. So there's a number of ways.

I mean, I think, the days of the billable hour and things like that are kind of --

Jacob: Are gone. Yeah.

Jim: They're not completely gone but they're losing steam, we'll put it that way. And then, obviously, there's flat fees. The value-added subscription-based model is the one that I'm trying to adapt in my firm, that I am adopting in my firm, and so far I've gotten a lot of positive feedback from clients and perspective clients about working that way.

Jacob: I think this is one creative way. I heard of people who do a membership format where you can say that for \$200 a month you get access to an attorney to ask

certain questions and you get one or two forms prepared for you, let's say, if it's a trust. If you have a trust practice or if it's an immigration, or even in areas of bankruptcy where you can create --

The notion behind is that you get people to be already connected to you, and then if they need the big one -- So let's say the trust guy, now he needs a probate litigation, he's already invested with you for the past six months, he paid you \$100 a month because you're opening the forms, but now he needs a full-blown trust litigation, he's going to go back to your firm. That's kind of like a leads -- [unclear 00:15:22] given value. They pay a little bit of money.

Another idea that I heard from law firm in the UK is they have a membership, which is free, they organize events; some of them online, some of them offline. And during those events, they build the community. And so they don't sell anything but as the community expands -- it's kind of like what we do with our Facebook page. We don't sell anything; we just provide information and inspirational quotes. But overtime, those people always hire that firm that did the events and did the --

It's very interesting how that happens because you want to control what we call the proprietary audience which is cool. But I believe that what you're doing is definitely the future because people feel that they pay less but they get more.

Jim: Yeah.

Jacob: Right?

Jim: That's right. And, I think, the other reason why we've done it that way is that -- This is what, the clients, you have to do -- You have to consider what do your clients want and what do they need and what are they used to doing already. The clients that I'm seeking to work with are already paying subscriptions. They pay for the web post, they pay a subscription. For different marketing channels, they pay a subscription-based model.

So, it's easy for them, for me to plug-in to that system where now, okay, now they just have to siphon off some money to pay their lawyer each month, it's the same amount each month.

I think another way to do it is -- which is something I'm looking to do and where I need to build up that audience of people first and figure out what exactly are they looking for.

Jacob: Sure.

Jim: Is to provide one-off products that people can purchase and use for some do-it-yourself services as well. That's something that I'm definitely interested in doing

for the firm. That has not happened yet but I imagine it will happen within the next several months as my audience begins to grow.

Jacob: Sure.

Jim: But I want to know what type of things my audience wants. So you can do that.

In terms of building groups and things like that, obviously you're aware. Facebook, you can do a private group where you can invite people in. You could charge a subscription for that or you could do it for free. That would be another way to get people in where they can be asking questions and you're responding to those on a regular basis and providing a lot of value basically for free. It might be a small, maybe \$10 a month investment or something like that, basically for free where they can get some advice there.

The issues there, obviously, I hear the lawyers, their alarms are probably going off right now where they're going to say, "Is this ethical? Are you providing an attorney-client relationship," things like that. So you have to have the appropriate disclaimers and make sure it's legal in those jurisdictions.

Jacob: [unclear 00:18:04].

Jim: Yeah.

Jacob: Every state [is different 00:18:05].

Jim: Yeah. That's kind of the idea of different things that you can do and things that we're thinking about doing as well.

Jacob: I think it's something to kind of watch for and see how what happens.

So, Jim, you mentioned before we started recording, some of the personal things that you went through in the past few months. Why don't you share with us a little bit how did you prepare yourself for the tragedy with your mother passing and how did you handle the law practice while you were gone.

Jim: Well, it's funny. I just did a podcast episode about that on Legal Marketing Made Easy ...

Jacob: Yes.

Jim: ... of all the things I wish I had done. It was difficult because it was sudden. It wasn't something that we planned ahead of time.

Jacob: Right.

Jim: Obviously, I don't think you ever plan for that. But I remember getting the call and my sister said that my mom was going to the hospital. In the back of your head you're thinking, "Well, hopefully she'll be out in a couple of days," but you're also realizing that she's in the hospital now for this. What's to keep this from being -- It might only be a couple more months. She was at end stage cancer. There is no cure for that. She's been through all the treatments she can have.

Jacob: Of course.

Jim: I left and went to Ohio to be with my family and to be with my mom at the hospital, not knowing how long I was going to be there.

Jacob: Sure.

Jim: I would say, in terms of preparations, I told all my clients and anyone that really needed to know what was going on, you know, "Here's what's going on. I'm going to be out of the office. I'm probably not going to be able to check email. I'll do the best I can but I can't make any guarantees.

Jacob: Sure.

Jim: And most of my clients were pretty okay with that. To be honest, I think a lot of that comes from the fact that I'm very choosy about the clients I work with. I work with people that I respect and that are good people. I try as much as I can to find A-type clients.

Jacob: Sure.

Jim: The ones that aren't going to work well with me or my firm, I politely turn away. And, I think, the best thing you can do in a situation like that is pick the right clients. Because if you don't have the right clients, that's going to be a problem.

I think where -- in terms of if I was talking to somebody else who thought "This is something that might be down the road." Moving to, like, a subscription-based model like I've been talking about is one good way to -- You have set cash flow that's coming in each month. It starts out slower because you're not getting those big fees upfront, but overtime, once you get a number of clients that are paying you each month, you can start to plan out different activities for the future. Because you know, "Okay, I'm going to be making X thousands of dollars this month regardless of whether I'm in the office or not." And so that's a good way to plan ahead.

And then another way is to start building -- I think you've done a good job with this, Jacob, is to start building systems in your law practice so that you have every position -- someone has identified with specific task they have to do each

day. And if they know what they need to do regardless if you're in the office or not, then that's a great way to make sure things still get done even if you're not there. And then, in addition, to the extent that you can outsource the non-necessary legal work, that's something else you can do.

Jacob: Right.

Jim: And this all happens overtime. I think attorneys need to recognize this isn't something that happens overnight. You said you started thinking about this five years ago and now you are where you are today. I mean with me, I'm kind of at the very initial stages of the process with Hawthorn Law now, but five years from now, I would love to be at the point where I have a firm that's got three, four, five attorneys working for me and staff and my job is to market the brand and to bring more clients in, and go to more conferences like this.

Hopefully that answers your question in terms of separation but that's where -- It's a process. It takes time.

Jacob: But my question had basically two components because one part is the progression was perfect but, also, I'm curious about the state of mind, the mental state of mind where you know that there could be disaster happening and you know it's coming. How do you mentally get back to work?

We're friends on Facebook so I saw some of the post and your mother is, obviously, a very special person. How do you get back from this is what happened to me, I lost one of the most important people in my life, and now I have to get back to doing this.

Jim: It's hard. It's really hard. And there's no good answer for that.

Jacob: Yeah.

Jim: I will say -- To anyone out there ...

Jacob: [unclear 00:22:41]

Jim: Yeah. To anyone out there, I mean, I'd never lost a parent before.

Jacob: Right.

Jim: This is the closest person that I've ever known in my life that has passed away.

I would say there were days where I literally went in the office and couldn't do anything.

Jacob: Of course.

Jim: There were days where -- I mean in the immediate aftermath, I mean, I literally would go to bed and tell my wife, "You need to deal with the kids. I can't deal with them, I can't do anything right now" and that happens. I think the best thing you can do --

Jacob: That's okay.

Jim: I think the best thing you can do is go through the process. If you need professional help, get professional help, but you have to be able to let yourself go through the grieving process when something like that happens. It wasn't expected, like I said.

Jacob: Sure.

Jim: You know? I thought she had probably at least another couple of months. I was supposed to fly up to Columbus to see her last weekend with my son, and then we were planning on doing another trip with my daughter later in February. We didn't know that she wasn't going to be there.

Jacob: Of course.

Jim: So, the first couple of days were hard. Even getting back in the office after I came back, after she passed, I got some stuff done but, I'll be honest, I wasn't very productive. And then I had to go back up. We had to drive back up. It's about an eight-hour drive. This time I had to do it with my wife and kids and I delivered the eulogy at her memorial service.

So, I'd say the week after she passed until the memorial service was really me preparing the eulogy and not doing a whole lot of legal work at all. So emotionally, it was very hard. I'm just now getting the point where things are starting to get back to normal. So it just takes time. It's been about three weeks now.

Jacob: And, I think, in your case, you have a good support system. Your family is around and I think it's important to kind of find time to be close to people that really care about you. And I'm sure some of the clients were also very supportive.

Jim: Clients were supportive. The other thing I will say is my wife has been wonderful. I mean, I don't think that I could have gone through it if she had not been supportive.

Jacob: Right.

Jim: And I think that would have led to a whole lot of other issues with our marriage but she was, I mean -- Mind you. For people that are listening that don't

understand, I've got three kids that are all under six years old. So, it's not an easy job for her ...

Jacob: Of course.

Jim: ... dealing with them. And it's not easy for our kids either because I'm gone and they don't know when I'm coming home and they keep asking about me.

Jacob: Sure.

Jim: So, I mean, I was up there in Ohio for a week and now here I am in San Diego for a week.

Jacob: Yeah.

Jim: My wife's dealing with this all on her own. God bless her.

Jacob: Impressive.

Jim: Yeah.

Jacob: Impressive. She gets ...

Jim: She helps.

Jacob: ... [Unclear 00:25:34] in the show. You can fast forward this almost to the end so she can listen that she gets some good feedback.

Jim, as we end -- we can talk forever about a lot of things but I wanted to kind of touch on issues that most of the podcast they don't talk about such as marketing.

I wanted to ask you, as you venture on this new kind of start with your practice, what are going to be some of the things that you will be focusing on in the few areas. First of all, let me get in touch with it quickly. In terms of making sure that you're going to continue to do well in terms of your brand, in terms of marketing, and finally in terms of how do you see yourself growing in terms of firm.

Jim: Okay. So what do you mean? How do I see myself, well, in terms of the brand, what do you mean by that?

Jacob: So, what are you going to be doing to make yourself visible?

Jim: Okay.

Jacob: And becoming memorable.

Jim: Okay.

Jacob: From now on until the next -- yeah.

Jim: I'd say in terms of the brand, it's really, in my perspective, giving away as much as I can for free.

Jacob: Mm-hmm.

Jim: I think a lot of attorneys are really nervous about giving away information for free because they feel like, "Oh, I'm going to give this to the client [unclear 00:26:47] will do it themselves."

Jacob: Right.

Jim: I find the exact opposite true. I find the more information I give away, the more clients realize the value that comes from hiring a lawyer.

Jacob: Yeah.

Jim: So, I say for my brand, number one is I want to be -- I mean I'm willing to give 100% of the information away for free.

Jacob: Yeah.

Jim: If a client wants to go and do their own corporation, file their own trademark, file their own copyright, do whatever they need to do, have at it. They're more than welcome to do that and I'm happy to help them along the way with any information I can give them.

So, I'm happy to do that. I want to build a client-centered brand and that's kind of the goal. In terms of how I'm going to do that, I'm going to do that through Facebook advertising, I'm going to be doing that through maybe building a Facebook group as we refer to earlier.

Jacob: Yeah.

Jim: I'm going to do that by providing really helpful and useful information products that are low cost so that people can use those on their own if they don't want to hire a lawyer. I'm going to do that by -- I'm starting a podcast related to intellectual property issues so that I can get my name out there to a broader audience.

Jacob: Yeah.

Jim: Also, I'm kind of experimenting with, and I don't know how it's going to go, but yesterday Gary Vaynerchuk spoke at the conference and he is, like, all on the Snapchat tick right now.

Jacob: Yeah.

Jim: So, I'm experimenting with that a little bit. I don't know to what extent that's going to be a huge part of it but he keeps saying that's the next best thing so, we'll see.

In terms of -- I think it's probably going to take a backseat to Facebook and other things like that.

Jacob: Sure.

Jim: Other mediums that are out there for lawyers to use that I might experiment with but they're not going to be a big focus are, like, Facebook Live or Periscope.

Jacob: Of course. Yeah. Which I've been using a lot and I like it a lot. Yeah.

Jim: Yeah.

Jacob: Yeah.

Jim: What's that?

Jacob: I've been doing a lot of Facebook Live and it's been very ...

Jim: You're doing Facebook Live?

Jacob: Yeah, yeah.

Jim: I haven't tested out Facebook Live, I use Periscope, but I think they're the same thing, right?

Jacob: Well, they are different in the sense -- Periscope, it's an app which the people are on it. You don't know who they are but on Facebook Live, you broadcast to your fans.

Jim: Okay.

Jacob: I have a big fan base on my page, I have more reach.

Jim: Okay.

Jacob: But I use both but I definitely -- I have a bigger preference to Facebook Live.

Jim: Okay. Okay. No, that makes sense. The last time I counted, you had over 100,000 fans. How many do you have now?

Jacob: 130,000.

Jim: 130,000, okay. So growing ...

Jacob: Yeah, exactly.

Jim: ... like thousands every day.

Jacob: Yeah, yeah, yeah.

Jim: So those are the kind of marketing channels, if you will, that I want to use to put my brand. What was the last part? Oh, where do I see myself?

Jacob: As far as basically -- do you want to be a solo or you want to be more of a firm or do you want to be kind of like both?

Jim: Well, no, I want to be a firm.

Jacob: Right.

Jim: Naming the firm, Hawthorn Law, was a very deliberate decision. I will say people come to me and they're like, "What's Hawthorn? What does that mean?"

Jacob: Yeah.

Jim: Well, a Hawthorn tree was used historically to -- it's a member of the rose family.

Jacob: Uh-huh.

Jim: It's got very thick thorns and it was used in hedges to keep intruders from getting onto land to protect the property. And so that's kind of the background story behind why I named it Hawthorn Law. The goal here is to protect people's intellectual property.

So, that was a very deliberate choice on my part to name the firm Hawthorn Law and to build it into a brand that's going to be much bigger than I am. I want it to be a national brand that's recognized. I do want to have staff and attorneys working for me.

Jacob: Sure.

Jim: In terms of am I going to form a partnership with it, at this point, there's no plans for that.

Jacob: Okay.

Jim: It will be more business that I want to build and grow and bring on other staff that can help me as I see that.

So, I want it to be a big business. I want it to be primarily an online law firm where I'm working with people nationwide from an online space. But if we need to open up offices in San Diego, or Florida, or wherever, I'm open to that at some point. My wife would probably be cringing right now if she heard me say that but I think she'd like the fact that I was just in North Carolina.

Jacob: Right.

Jim: But, yeah, so that's kind of how I see the firm growing over the next five to ten years.

Jacob: Excellent.

So, you know, we are about to end our little show. One thing you want to share with the audience about something you learned or something that you feel is going to be important for people to do as they continue to grow their law firms.

Jim: I think the biggest thing, the biggest focus should be to build your business with the customer in mind.

You know this morning at Traffic and Conversion Summit, Ryan Deiss gave a talk and he really focused. And that's really been a theme throughout this entire conference and this has been a theme that I've been thinking about for years anyway is to build your business with the customer in mind.

Jacob: And that applies to law firms as well, of course.

Jim: It absolutely applies to law firms. I think a lot of lawyers forget that.

So that's the one thing I would like to leave the audience is as you're building your law firm or if you're building it as a business or whatever you're doing, even if you're in a different business, it's not really the law that you're listening. Build your business with the customer in mind. You really can't go wrong if you do it that way.

Jacob: Absolutely. That's what we have to do and that's why --

Again, I'll just add one thing to it. Even if you have a law firm that's been running for 10, 20, 30 years, keep changing all the time. Sometimes it'll be the customer, sometimes you have to change the way you handle your staff, but the change is the key to success.

Jim: Absolutely.

Jacob: Jim, please verbally share with us how to contact you and your websites again and we'll link them in the show notes as well.

Jim: Yup. You can find me at hawthornlaw.net. If you're a lawyer and you're interested in more marketing tips and guidance, you can go to legalmarketingmadeeasy.com. Those are going to be the two best ways to find me.

Jacob: Perfect.

Thanks, Jim, and thank you guys for listening. We appreciate the emails, the comments, and the support. We'll see you at our next episode. Have a beautiful day.

Closing: Thanks for listening. You can find even more resources, including the show notes for this episode, at enchantinglawyer.com. That's www.enchantinglawyer.com.