



Better Practices for Better Lives

You're an estate planning expert. Isn't it time you were paid like one?

Building a profitable law practice doesn't just happen by itself. It takes focus. And it takes a plan. Over the next six months our faculty – composed of a combination of successful practitioners and a certified E-Myth coach – can help you get the business side of your practice on track for growth.

Your practice is not your life. But it should serve your life. It should be something that provides the resources you need to accomplish your life's primary mission. For too many of us, our practice is just a job – a job that we own – but a job nevertheless. Our level of financial success depends almost entirely on our physical stamina!

There is a better way!

Instead of being a brilliant technician who is "stuck" with running a business out of necessity, consider taking a new look at your practice – from the perspective of a businessman or woman who is also a legal technician! Work on your business proactively and purposefully instead of by default. Learn state-of-the-art practice management techniques enabling you to maximize your time with clients and referral sources – providing legal counsel and building relationships.

**Create plans that work for clients,
and in the *process*,
A practice that works for you!**

It's all about the process! Not one particular process – but *your* process that *you* design! So how do you design a process that will help you earn more, give you more free time, and serve your clients even better?

With a little help.

The "revamped" P-1 program offers an extremely practical approach on how to set-up, reorganize, and/or revitalize your business to implement and attain the benefits of a three step practice. I found it to be most useful. Then, of course, there is the collegiality which is always amazing!

TRISH VALENZUELA
California

Register today at <http://the.nnepa.com/members>
Questions? Contact us at 800-638-8681 or registration@nnepa.com

And that's where the **Practicum Transformation Program** comes in!

Is it time to boost your profitability? Would you like to end 2005 and start 2006 on a whole new financial footing?

People have long enjoyed the training provided in the week-long programs called Practicum 1 and Practicum 2. But Network managers and instructors would like to shorten the length of time that it takes some members to get their estate planning practice up to speed financially. We want our members to be successful – enjoying the freedom of an estate planning practice – as quickly as possible. The Practicum Transformation Program (PTP) has been designed specifically to help accomplish that. The PTP is an intensive 16-week process that includes updated Practicum 1 and Practicum 2 curricula. It is part of the training regimen for every new member. *But it's also available to all existing members.* **Now is the time to act.**



What Others Have to Say:

The new and improved Practicum 1 is powerful! It is a must for any new member who is serious about getting up to speed and beginning to immediately and confidently draft plans for clients. The instructors are uniquely qualified to give you everything you need to learn the substantive law, market your practice and implement a time tested, fool-proof system, to attract and maintain a dependable, satisfied and lucrative client base.

*To get the most this program has to offer, **don't forget to bring your service team!** Take advantage of new sessions designed to introduce them to the philosophy and culture of the Network while teaching them the skills that will make them an invaluable part of your practice and your process.*

From A-Z, it's all in Practicum! You'll be miles ahead of your competition. Practicum is truly practical! You'll learn more in one week than you could otherwise expect to learn in years from any other sources. With all the new tools and training along with the new and improved Practicum, there is no better time to be a member of the Network!

David A. Glaab
Michigan
Founding Member

Features of the Practicum Transformation Program

1. 16 weeks of intensive attention to your firm - and the challenges you face (see the complete schedule of topics below)
2. E-myth™ training by a certified E-myth™ coach via workbook and weekly teleconferences
3. A weekly debriefing with Practicum instructors following the E-Myth™ training call – to help you make direct application of that day's lessons to your estate planning practice
4. The Practicum 1 and Practicum 2 live events which now include attorney and team training on the ProSuite™ document creation, funding, and settlement software systems; and intensive training in the *Truth About Estate Planning* workshop as part of a speakers school, and continued training for team members
5. **Instructors** include **Rick Randall** (NNEPA Chairman, practitioner, and creator of the Three Step Strategy™), **Scott Williams** (NNEPA Director of Platform Innovation, practitioner, and creator of the ProSuite™ document creation system), **Jim Collins** (practitioner and NNEPA Director of Legal Support), and **Dan Stuenzi** (NNEPA C.O.O. and former practitioner with significant experience and success in marketing).
6. Weekly contact with your class members and instructors for networking, exchanging ideas, and moral support
7. 5 weeks of intensive marketing training to end the series

Is your practice everything you hoped it would be when you started it? There's no reason to continue with a practice that is not fulfilling to you in every sense of the word. Decide to make some changes. Decide to take control. Decide to serve your clients better. Decide to be rewarded financially. Decide to register for the **Practicum Transformation Program** today!

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Who Should Join the Practicum Transformation Program?

The PTP is designed for you if any of these things describe your practice:

- You are still fairly new to estate planning
- You are still transitioning from a different practice focus
- You've been doing estate planning for some time, but aren't happy with your income
- You're spending too much time at work
- You're missing your kids' events
- There's never enough time to get everything done
- You feel overwhelmed
- You have frequent turnover in your office
- Your practice seems disorganized or even chaotic
- You hate to go to the office
- You constantly ask yourself, "Why am I doing this?"
- People you care about tell you you're always in a bad mood
- You think "marketing" is a bad word
- Clients or referral sources complain that things take too long
- You can't find things when you need them
- Your team members are inconsistent in client service

In each of these problems lies an opportunity. But if you continue to do the same things day in and day out, you can't expect different results.

Now is the Time to Take Control of Your Practice and Make Decisions that will Directly Impact your Financial Future



Practicum 1	\$ 495
Practicum 2	\$ 495
E-Myth Teleconference coaching series	\$ 595
<i>(See other pricing options below)</i>	
Regular Price (if purchased separately):	\$ 1585
Retail Price (if purchased as package):	\$ 1295

Register by end of business day (5:00pm CT) on Friday, June 24th and participate in the Full 16-week Practicum Transformation Program



for only \$995⁰⁰

(A savings of over \$500!)

This is the last series for 2005, and we'd like the class to be as large as possible. It also helps if we can order E-Myth materials well in advance of the start date. In addition, if you register early your credit card will not be processed until June 24th. So there's no reason not to register today!

NOTE: We encourage you to take advantage of the entire program for maximum impact. However, you may choose to only participate in parts of the program. Pricing for partial weeks:

ProSuite™ Training only (Practicum 1) (also open to team members)	\$ 295
Speakers School only (Practicum 2)	\$ 295

Don't just "limp along" for another year. Take steps now to improve your practice and improve your life.

Sign up now, complete the program in November, and start next year with a whole new outlook on your business!

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The Practicum Transformation Process

Summer-Fall 2005 Session

<u>Date:</u>	<u>Topic:</u>
07-27-05	* Leadership, Part 1: Primary Aim: A process to assist you in understanding and developing your personal vision, your vision for your practice and the purpose of your life and practice.
08-03-05	* Leadership, Part 2: Strategic Objectives: What will it take to fulfill your Primary Aim? (No E-Myth Coach - Practicum instructors only)
08-10-05	* Marketing: What components make up your marketing strategy? Who is your best client? Why do they work with your firm? What differentiates you from your competition? Discussion of your "promise" and your "brand". (Includes development of direct mail campaign)
08-17-05	* The Truth About Estate Planning™ (TAEP) Workshop Review

AUGUST 22-27, 2005 **PRACTICUM I** **On Campus Training Week I**
Saturday, Aug. 27 ***Coaching Session: Finance - Budget and Cash Flow**

08-31-05	* Management: Why is the "system the solution?" What is a system and how do you develop a system-dependent and process-oriented business?
09-07-05	* Client Fulfillment: What is your promise to your client, and how do you keep it?
09-14-05	FALL COLLEGIUM, Scottsdale, AZ
09-21-05	* Lead Conversion: How do you transform prospects into clients?

SEPT. 26–OCT. 1, 2005 **PRACTICUM II** **On Campus Training Week II**

10-05-05	* Lead Generation: What is your system and strategy for attracting clients to your firm? What do you need to consider in selecting the proper channels for your message?
Week of October 10 th	With the Network's help, you hold your first Workshop The Workshop is based on the concepts learned in Sales Training and is designed to generate referral sources and/or prospective clients. (Includes preparatory teleconference before workshop and debriefing teleconference following workshop)
10-19-05	* Marketing (Your Most Probable Customer)
10-26-05	* Marketing (Customer Perceptions & Behavior)
11-02-05	* Marketing (Positioning and Differentiating Your Business)
11-09-05	* Marketing (Company Image and Sensory Package)
11-16-05	* Marketing (Your Marketing Strategy)

*Teleconferences – E-Myth Concepts customized for Network members include workbooks and assignments, one hour of training by certified E-Myth Coach, followed by one hour of practical application to the estate planning practice by Practicum instructors.

NOTE: Because the E-Myth coaching is intended for the person who sets the direction and makes policy decisions for the firm, associate attorneys are not able to attend the teleconferences without their primary member. If you invite an associate member to sit in on the training, they should also be registered for the live events. E-Myth teleconference workbook materials will be shared with your associate, unless they are registered for the full PTP. There will be no reduction in price and no sharing of materials available for the live Practicum 1 and 2 events when attended by both primary and associate.