



Better Practices for Better Lives

Do you remember why you became a lawyer? Is your current practice fulfilling those dreams? If not, maybe it's time for a change.

All of us start law school with a vision of what it means to be an attorney. We go in bright-eyed and optimistic with high ideals, big plans, and even bigger dreams. You may have decided to practice law so that you can make a good living financially. Or perhaps you started with altruistic motives and a desire to help people. For some of us, lawyering is a family tradition. However, it seems that most of us became lawyers to ***make a difference!***

Somewhere along the line, something happened. Perhaps after graduation you accepted that great offer from the big law firm. You were the envy of your classmates. Now after several years, you spend most of your time doing things you don't particularly like to do...but it's the only area of law you really know well.

You may be a litigator whose time and calendar are controlled by the court docket. You're constantly torn between competing priorities. You don't always like the clients you represent, and they don't appreciate what you accomplish for them. You're tired of fighting with everyone all the time. Maybe you feel like you have multiple personalities: the adversarial, tough, hard-charger at work – and the nurturing, kind, community-oriented parent or spouse you are at home. **Isn't it time to practice law the way you live your life?**

Or maybe instead of working for a big firm you decided to hang out your shingle and open your own private practice. Survival required that you operate a "door" practice (you took any case that came in the door). Now you feel like a legal jack-of-all-trades and master of none. You feel like you're on a treadmill that is increasing in speed. You try to keep up with changes in several areas of the law. You search for new clients, manage the business, pay the bills, train and manage employees, and even do some legal work along the way. Most days you are overwhelmed and underpaid.

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 perhaps – but a job nonetheless. Our level of financial success depends almost entirely on our physical stamina!

There is a better way!

For more information, visit our website: www.nnepa.com OR contact a membership counselor at 866-766-6940

It's time to control your practice instead of the practice controlling you!

What if you could take back your life? What if you controlled your calendar instead of a judge controlling it? What if you could stop keeping track of billable hours and get paid on time every time? What if you could work with clients that really appreciate what you do for them and recommend you to their family and friends? What if you could focus on one area of law and become really accomplished in a short period of time? What if you could get off the treadmill? What if you could make more money?

You can. And we can help.

The National Network of Estate Planning Attorneys is an organization of approximately 400 member firms that have found a better way to practice law. The practice of estate planning law provides more *freedom*.

- Freedom to choose your hours
- Freedom to choose your client base
- Freedom to choose your income level
- Freedom from adversarial relationships
- Freedom to be proactive instead of reactive
- Freedom from court dockets and judges
- Freedom to solve important family problems
- Freedom to pursue philanthropic goals
- Freedom to spend time with people you love
- Freedom to make a difference in the world

"We have been members of the Network for 7 years. We cannot imagine the frustration and stress that an attorney would experience if he or she attempted to start an estate planning practice from scratch without the assistance of the Network. Our membership has been tremendously beneficial. The excellent legal education and unique collegiality of the National Network is like none other we have experienced. Keep up the good work!"

**Christopher W. Dumm &
Markelle M. Dumm**
Joplin, MO

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! It's a process that begins with in-depth counseling. (We enjoy being called "Counselors at Law"). And the process follows the client throughout life, culminating with the successful transfer of wealth to the next generation – where the process begins again. **So how do you design a process that will help you earn more, give you more freedom, and provide plans that work and peace of mind for your clients?** With a little help.

Instead of being a brilliant legal 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 lawyer! Work on your business proactively and purposefully instead of by default. Learn how to delegate anything that doesn't need to be done by a lawyer, and maximize your time with clients and referral sources – providing legal counsel and building relationships.

That's where the **Practicum Transformation Program comes in!**

Michael Gerber, the international best-selling author of *The E-Myth Revisited* writes about the benefit of working on your business instead of just in your business. We can teach you how to accomplish that and still get your work done! 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 weekly teleconferences and two six-day live events called Practicum 1 and Practicum 2. It is part of the training regimen for every new member, and only National Network members have access it. There is only one session left for 2005, and the deadline to join the Network in time to participate is fast approaching.

Now is the time to act.



In Practice For Yourself – Not By Yourself:

“The National Network has been an incredible source of technical education, business development strategies, and long term success philosophy. They are truly teaching and leading on the cutting edge, way ahead of the rest of the market place. They were instrumental in my transition from a hectic general practice into a well-organized specialized practice. I wish I had joined many years ago when I was just getting started.”

Michael A. Dolan
Brighton, CO

“In my transition from a primarily litigation practice to an estate planning practice, I found the tools provided by the National Network of Estate Planning Attorneys to be invaluable. The quality of the education, the collegiality of the members, and opportunities for coaching and business development made the process much more comfortable than it otherwise would have been.”

William F. Coyne, Jr.
Boston, MA

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 on the following pages)
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 business lessons to your estate planning practice
4. The Practicum 1 live event which includes attorney and service team training on the ProSuite™ document creation, funding, and settlement software systems
5. The Practicum 2 live event which includes intensive training in presenting the *Truth About Estate Planning* workshop as part of a speakers school, and continued training for team members
6. Help in preparing for your first live workshop for prospective clients and/or professional referral sources
7. Review and debrief after the workshop to evaluate what worked and what didn’t work and to help you prepare for the next one
8. Weekly contact with your class members and instructors for networking, exchanging ideas, and moral support
9. 5 weeks of intensive marketing training to end the series

**REGISTER
TODAY!**

Don’t just “get by” for another year. Take steps now to improve your practice and improve your life.

Check with Membership Counselor, Tony Zito, for the dates and deadlines of the next program!

Existing members of the Network pay up to \$1585 to be part of this brand new program. But you will be able to enroll at no additional cost when you apply for membership and pay your initial fee.

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 join the National Network and enroll in the **Practicum Transformation Program** today!

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 practice or 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



The Three Step Strategy™, developed and refined exclusively by the National Network of Estate Planning Attorneys, teaches you how to provide a unique series of services to your clients to ensure that their plans work as they were intended. We will teach you to provide the highest levels of counseling, resulting in fees which may greatly exceed the going rate in your community. Clients will also happily pay an ongoing annual fee for continued support, maintenance, and updating. This provides an annuitized income stream to your law practice, reducing the need to constantly search for new clients to maintain consistent cash flow.

"The National Network has been the best education in the law I ever experienced. One week of Practicum launched my estate planning practice way beyond what I ever dreamed it could be. The specialty workshops made me an expert in my community. Even better are the friendships that enable me to comfortably call others with problems and ask for their patient advice. And, I earned back all that I invested in the first two weeks after completing the Practicums."

Marvin J. Rudnitsky
Selinsgrove, PA

"Joining the NNEPA in 1997 has been absolutely the best thing I have done in my law career. It has given me the tools to develop my practice in a direction that I love, clients that I enjoy, and a wonderfully collegial relationship with other attorneys. The Network focuses not only on technically accurate and cutting edge education in a way that is practically relevant to my clients, it has also provided me with excellent tools for running and growing my practice."

Dagmar M. Pollex
Braintree, MA

