



ArmstrongWatson[®]
Accountants, Business & Financial Advisers
A track record of providing solutions to the legal profession

Legal Sector Breakfast Briefing

York
9 February 2022



ArmstrongWatson[®]
Accountants, Business & Financial Advisers



Legal Sector Breakfast Briefing

Welcome

Andy Gray, Senior Civil Clerk
Dere Street Barristers





Legal Sector Breakfast Briefing

Introduction

Tom Blandford, Legal Sector Director
Armstrong Watson



Legal Sector Breakfast Briefing

- 10:00 - Welcome
- 10:05 - Briefing
- 11:00 - Q & A
- 11:30 - Close

Profitable Practice Formula

How To Get More Ideal Clients and Increase Profits Without Working More Hours



Michelle Peters
The Business Instructor

The Business Instructor
More Clients, More Profits, More Time

Michelle Peters, *The Business Instructor*

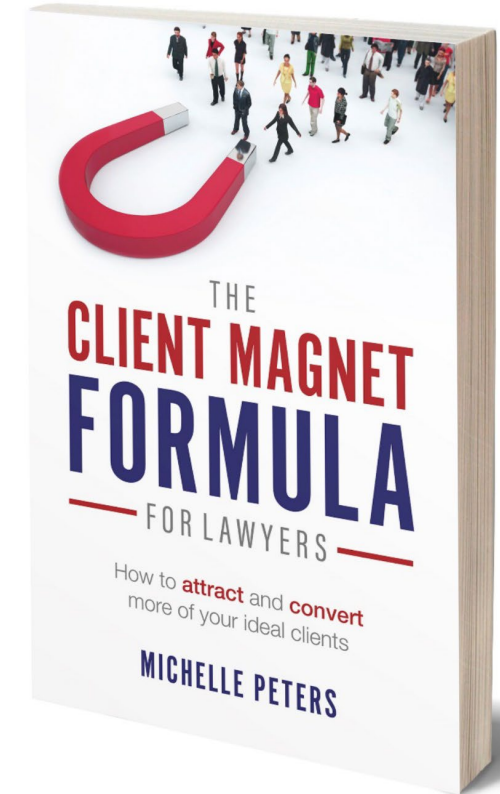
Creator of The **Profitable Practice Programme** for Lawyers Who Want More Clients and To Increase Profits Without Working More Hours

Author of no.1 best-selling book ‘**The Client Magnet Formula for Lawyers: how to attract and convert more of your ideal clients**’

Former practising solicitor

“The Business Instructor”

My approach is based on results (not theory) and what feels *professional*



The End

Agenda

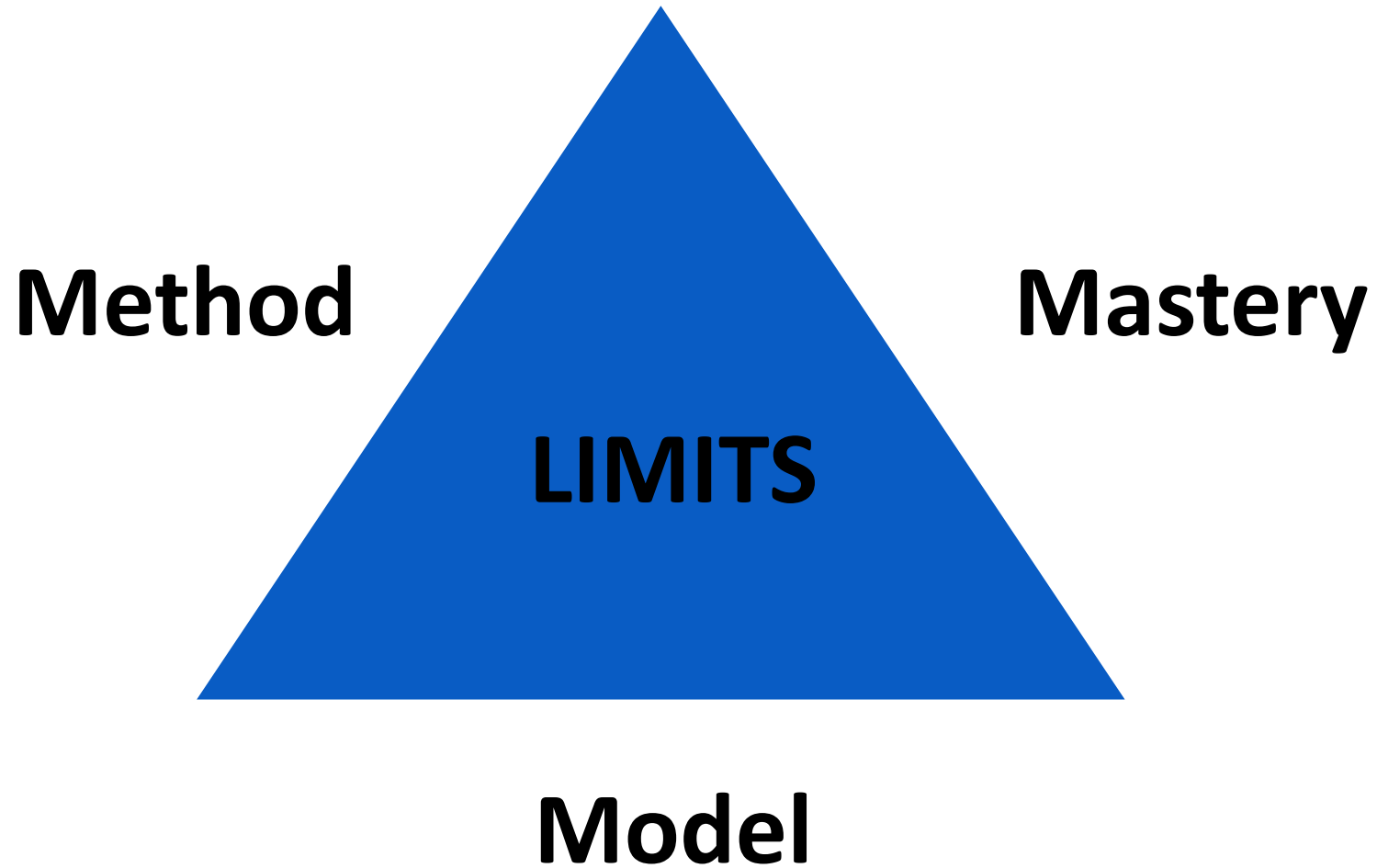
1. Challenges: The 3 Critical Factors limiting the growth and profitability of your practice
2. Solution: The 3 Essential Elements of a Profitable Practice and how to make all 3 work harder for you
3. Growth: The Profitable Practice Formula - increase your profits without working more hours
4. Next Steps: Your Accelerator Plan

And more...



CHALLENGES

3 Limiting Factors



1. Model is broken

A close-up photograph of a person's hand pointing at a calculator on a workbench. The workbench is cluttered with various electronic components, including a blue printed circuit board (PCB) with a fan, a green PCB, and several red-handled screwdrivers. The person is wearing a blue shirt. The background is a plain white surface.

Time for money + do everything
= conflict/reduced profits

2. Method is misguided



GONE
HUNTING

Ignoring opportunities within

A man in a white martial arts uniform is performing a Tai Chi pose in a park. He is in a low, wide stance, with his right arm raised and his left hand resting on the ground. The background is a lush green field with trees in the distance.

3. Mastery is missing

Key Business Skills + Right Mindset

**Which of these 3 factors
is limiting your growth
the most and what's
the impact?**



It's not your fault

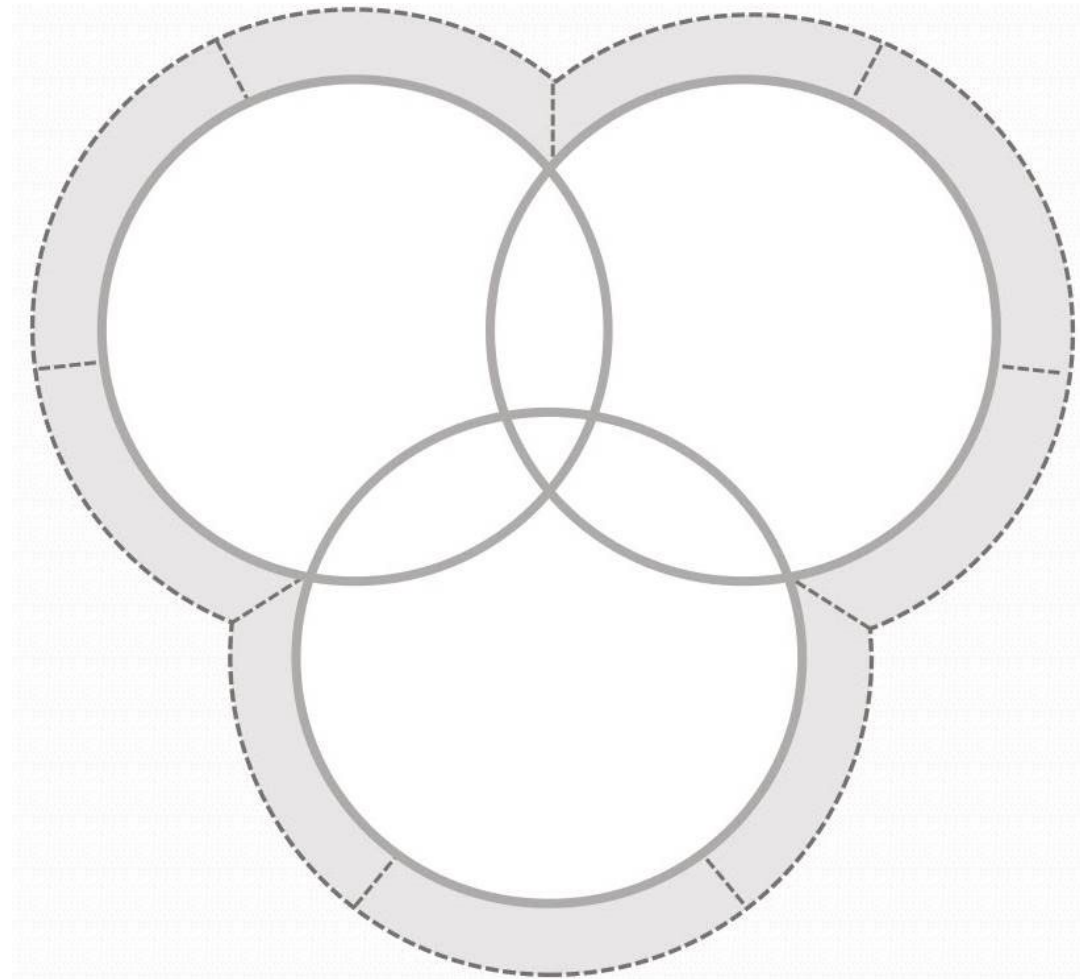


The way forward



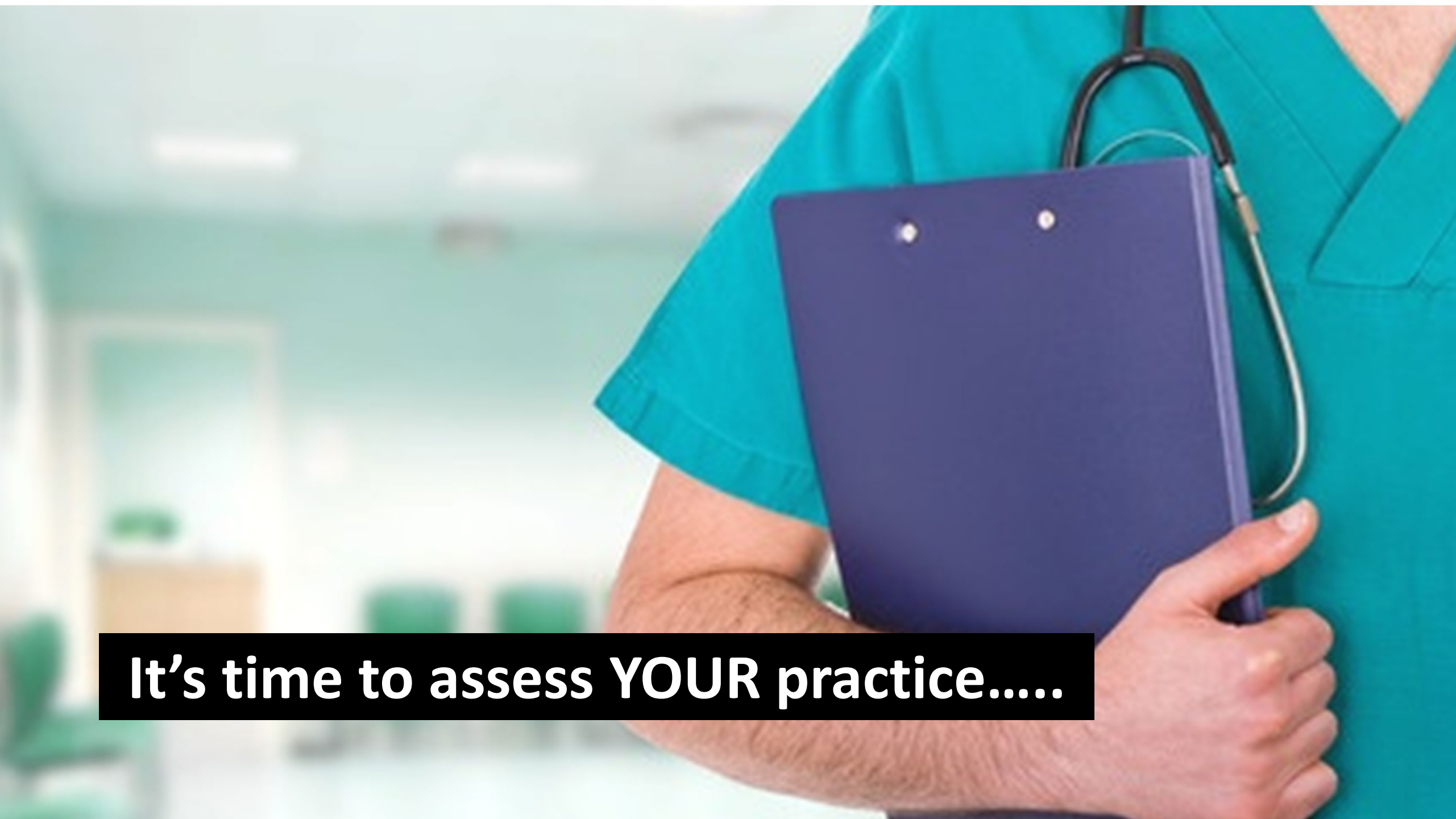
SOLUTION

3 Essential Elements of A Profitable Practice



Why you need all 3....





It's time to assess YOUR practice.....

PPP Tool: Traffic Light Accelerator Tool



What does green look like?

Attract – constant stream of enquiries from ideal clients (or referring partners), marketing mostly on auto-pilot or very systemised, minimal time

Convert – high percentage say ‘yes’ at the fees you want to charge, minimum time spent (before, during, after),

Maximise – repeat instructions, fees profitable, active cross-selling, constant referrals, client satisfaction high, clients staying longer, training and systems in place to maximise efficiency



**Where do you
have the
brakes on?**

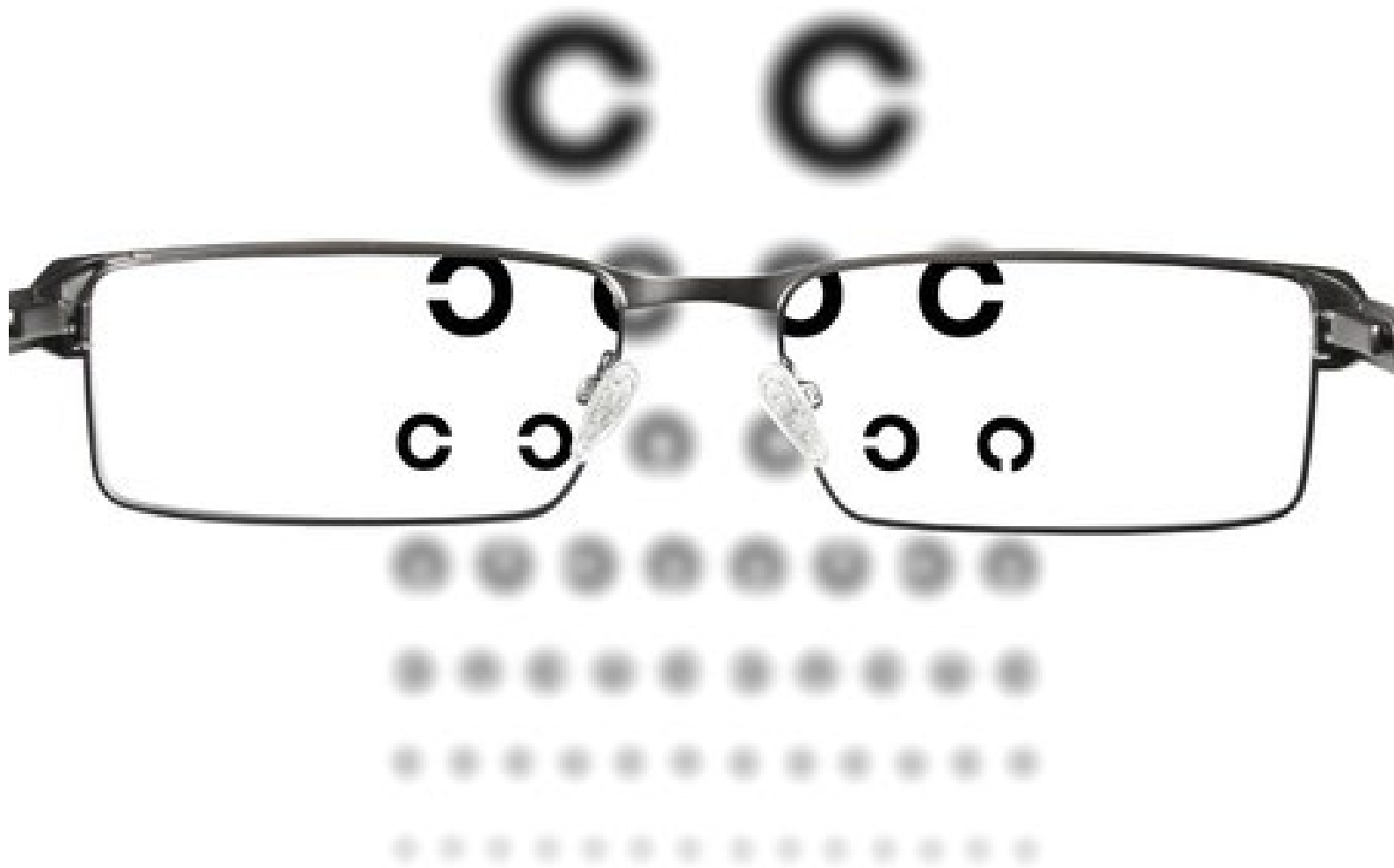


What's the impact of these 'brakes' – how would things be different if you had **GREEN** in all 3 areas?



GROWTH

What to focus on to accelerate your results...



The 9 Accelerators



Example of ATTRACT Accelerator: Magnetise Your Clients





Andrew's firm had 30% increase in enquiries by being clearer on 'why' clients needed his help (without having to 'sell' his services)

"In the first 6 months of this year, enquiries have increased by 30% and the percentage of those enquiries becoming clients has increased by 36%."

Andrew Park, Owner, APP Law Solicitors



**Stephen had 300 downloads within 2 weeks
(with no prior marketing experience)
and also £50,000 in new instructions**

“Michelle has helped us to produce a Client Magnet report that generated over 300 downloads from potential clients and contacts in just a few months. This has meant that we have been able to generate an excellent pipeline of worldwide potential new business targets during the COVID lockdown and has already generated over £50,000 of new business.”

Stephen Rodd, Director, Keystone Isle of Man

Example of CONVERT Accelerator: Prescribe Value





**Rachael's conversion rate increased
from 15% to over 90% by following
5 Step Client Conversion System**

*“Every client meeting that we have had since/ during the
course has converted!”*

Rachael and Bill Ward, Ward Trade Marks



Jay increased his conversion of enquiries from 4/10 to 8/10 by asking the right questions

“With one simple strategy, Michelle helped to transform my client conversion rate on the initial enquiry call from 4/10 to 8/10, practically overnight. She really knows her stuff and I am very grateful to her.”

Jay Sahota, Managing Partner, Jarmans Solicitors

Example of MAXIMISE Accelerator: Multiply 7 Profit Zones



The 7 Profit Zones





The Profit Zone Formula



- 10% growth in each Profit Zone = 80+% increase in profitability
- Double your profits with only 50% more clients



PPP Tool: Practice Growth Calculator

Profit Zone	Description	Your Business	Increase	Results	Cumul. Increase
1	Annual Number of Enquiries	560	10%	616	
2	Conversion Ratio	25%	10%	35%	
	Number of Clients	140		216	
3	Number of Transactions Per Year	2.0	10%	2.2	
4	Average Transaction Value	£1,500	10%	£1,650	
	Annual Turnover	£420,000		£782,628	186.3%
5	Profit Margin	40%	4%	44%	
	Annual Profits	£168,000		£344,356	205.0%
6	Annual No. of Referrals	36	10%	39.60	
	Conversion Ratio of Referrals	50%	5%	55%	
	Number of Clients From Referrals	18.0		21.8	
	Annual Turnover From Referrals	£54,000		£79,061	146.4%
	Annual Profits From Referrals	£21,600		£34,787	161.1%
	Total Annual Turnover	£474,000		£861,689	181.8%
	Total Annual Profit	£189,600		£379,143	200.0%
7	Average Client Lifetime (Years)	3	10%	3.3	
	Lifetime Value of Client (w/o ref's)	£504,000		£1,136,376	225.5%
	Total Lifetime Value (w / referrals)	£568,800		£1,251,173	220.0%

Or this.....

Profit Zone	Description	Your Business	Increase	Results	Cumul. Increase
1	Annual Number of Enquiries	2000	10%	2200	
2	Conversion Ratio	20%	10%	30%	
	Number of Clients	400		660	
3	Number of Transactions Per Year	2.0	10%	2.2	
4	Average Transaction Value	£2,500	10%	£2,750	
	Annual Turnover	£2,000,000		£3,993,000	199.7%
5	Profit Margin	30%	3%	33%	
	Annual Profits	£600,000		£1,317,690	219.6%
6	Annual No. of Referrals	250	10%	275.00	
	Conversion Ratio of Referrals	50%	5%	55%	
	Number of Clients From Referrals	125.0		151.3	
	Annual Turnover From Referrals	£625,000		£915,063	146.4%
	Annual Profits From Referrals	£187,500		£301,971	161.1%
	Total Annual Turnover	£2,625,000		£4,908,063	187.0%
	Total Annual Profit	£787,500		£1,619,661	205.7%
7	Average Client Lifetime (Years)	3	10%	3.3	
	Lifetime Value of Client (w/o ref's)	£1,800,000		£4,348,377	241.6%
	Total Lifetime Value (w / referrals)	£2,362,500		£5,344,880	226.2%



Sarah's high street practice grew from £18,000 per month to £35,000 per month (all this additional income was profit)

“This month (July 2020) we are on track for £35,000-£40,000 which will be our best month ever despite the impact of Covid-19.”

Sarah Clowes, Managing Partner, Clowes & Co



Piers' specialist commercial firm is on track to achieve 3 year profit goals in under 2 years

*“Before joining, I had an annual pre-tax profit of **£175k**. In the first year of being part of Profitable Practice this had increased to **£265k** which, despite the impact of COVID and furloughed staff, met my first 12 months' target. But the real impact and benefit of the Programme is only now really being felt. When I started I had a 3 year vision of generating **£700k revenue with £360k pre tax profit**. I now fully expect to hit these targets this year – i.e. at least one year early.*

Piers Clayden, Managing Partner, Clayden Law



Reena's commercial firm:

Year 1: 40% more fee income + 228% more profit

By Year 2: 140% more fee income + 471% increase



REENA POPAT, MANAGING PARTNER, CARTER BOND SOLICITORS

I was hesitant to instruct a business coach as I was adamant I knew my business better than anyone. However, after my first 'Gameplan' session with Michelle, I felt a weight lifted off my shoulders. We mapped out where the business was heading, where I wanted it to go and what I needed to do to get there. I felt anxious about the size of the goals we'd set, but exuberant and ready to achieve the impossible with Michelle's guidance, so I decided to join the Profitable Practice Programme to get help implementing my Gameplan.

I never thought this would be possible but with guidance from Michelle, her patience, her steer and her motivation to keep me aiming higher, I have achieved an increase of 140% in fee income and 471% in profits so far – so nearly 5x profits compared to the start figure. Needless to say, I will be working with Michelle for many years to come!



***NEXT STEPS:
YOUR PLAN***

Which 'Accelerators' do you need to focus on to change red and amber to green?





Practice Growth Accelerator Pack

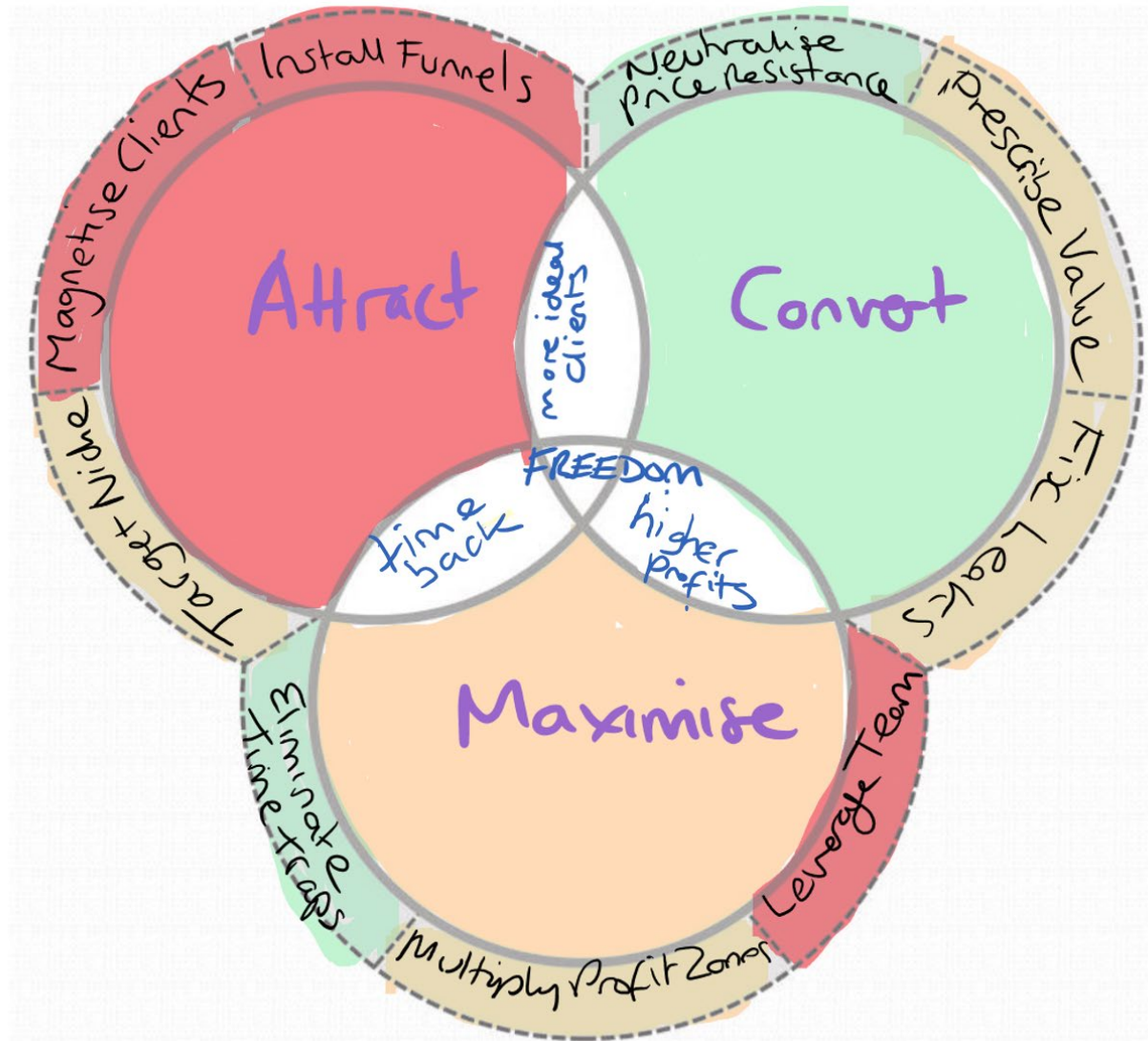
1. Practice Growth Accelerator Session

In this complimentary 20-30 min session by phone you will:

- Uncover the **hidden challenges** that are causing you to have **red or amber lights** and slowing you down from getting more clients and being more profitable
- Identify the **top 3 Accelerators your firm needs** to remove the 'brakes' and get to **green** in each area
- Identify the **growth potential** in your practice when you increase all 7 Profit Zones (we'll complete the calculator together)



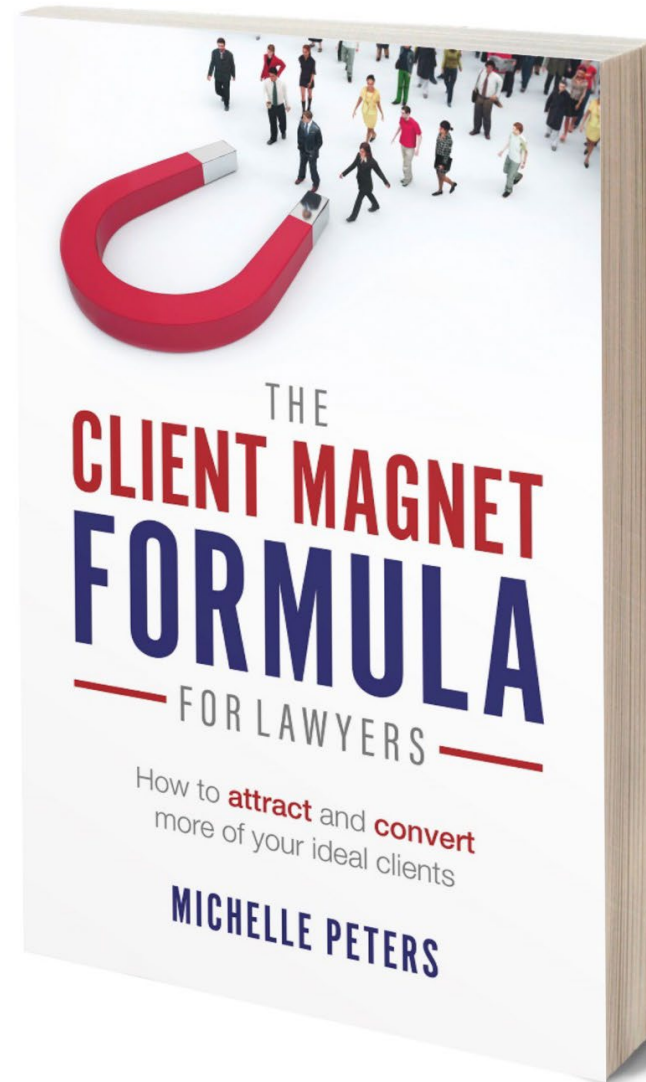
What will be in your Accelerator Plan?



2. Practice Growth Calculator

Practice Growth Calculator					
New Clients					
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3. Client Attraction Secrets



How To Request Your Accelerator Pack

- For the complete pack (Practice Growth Accelerator Session, Calculator and Book) type in **ACCELERATOR**
- For the resources only (Calculator and Book) type in **RESOURCES**



A

ACTION

C

CHANGES

T

THINGS



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Q&A

Paul Varley, Area Director
Lloyds Bank



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Conclusion

Tom Blandford, Legal Sector Partner
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