

MASTER CLASS SERIES:



BUILDING YOUR MILLION-DOLLAR PRACTICE IN THE NEW ECONOMY

A tsunami of change is washing over the legal profession. What will it take to survive and prosper in the most demanding legal environment in history?

Since the crash of 2008, Master Practice Advisor Dustin Cole has been working intensively with dozens of firms and solo practitioners to help them cope successfully with the dramatic changes wrought by the economic upheavals and the dramatic changes the profession. In this full-day, two-part program, Cole offers new insights and an array of new tools for prospering in the new economy.

Session One: Marketing that Works in the New Economy

- The “four horsemen” of change and what they mean to you
- The essential “layers” of your marketing, and what you must be doing in each
- How traditional referral marketing is failing and how to re-energize it
- The new technologies of marketing and how to use them without being a geek
- How to turn more prospects into clients—who pay their bills

Session Two: Turning Time Into Money: New Rules for Working Smarter

- Essential elements of the efficient and profitable practice
- Rebuilding your foundations: recovering billable time, doing your best work
- How to manage technology instead of allowing it to manage you
- Building new virtual and “on demand” staff and attorney structure for decreased costs

About Master Practice Advisor Dustin Cole



Dustin Cole defines his work as helping attorneys transform their practices into highly successful legal businesses. In his more than twenty years of work with law firms ranging from sole practitioners to firms of over 2,000, he has helped thousands of attorneys

surf the waves of change, seize opportunities, and grow their revenues. Over the past decades he has conducted CLEs in conjunction with more than 30 state bar associations, and has personally trained over 30,000 attorneys through his workshops, training programs, and personal practice development coaching.