

# MASTER CLASS SERIES:



## STAYING SUCCESSFUL AND ETHICAL—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 business environment in history?

In 2006, Master Practice Advisor Dustin Cole conducted a groundbreaking program around the country entitled *“Building the Million Dollar Practice,”* helping thousands of attorneys break out of traditional thinking and take their practices to a new level of success. Then, beginning in late 2008, everything changed. Now, after years of intensive work with dozens of firms and attorneys to help them cope successfully with the radical changes in the economy, technology and the legal profession, Cole offers new insights and an array of new tools for prospering in the new economy.

### Session One: Marketing Ethically and Successfully 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 ethical issues and challenges of the new marketing
- 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
- How to stay ethical and avoid the new risks of the new technology
- Rebuilding your foundations: recovering billable time, doing your best work
- How to manage technology instead of allowing it to manage you
- Six ways to increase profit: rethinking your team, technology and pricing

### 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 CLE’s 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.