

## Products & Services Profile

### What is EntrepreneurLawyer?

- It is the 'soft skills' sales class/programme and business savvy class/programme lawyers2B, solicitors and attorneys should have taken in law school – but it wasn't available.
- A unique blueprint sales development ROAR model to help lawyers and entrepreneurs get more clients, sales, referrals, income, value, growth and success.
- Primarily helps lawyers improve their sales skills, business skills and build enduring relationships.
- Helps lawyers and entrepreneurs understand each other better, build stronger relationships and come together in a positive way via a handful of products and services.

### Why was EntrepreneurLawyer created?

EL was devised to plug a few gaps, voids and niches in the legal marketplace and business world:

- 1) EntrepreneurLawyer is dedicated to the innovation of legal services, provision and advising to benefit entrepreneurs and lawyers worldwide. It exists to help lawyers become entrepreneurial, to bring lawyers and entrepreneurs together in a positive way, to help bridge the gap between the legal world and the business world, to aid understanding between both parties and to provide 'soft skill' products and services that will bring about cost effective, time effective and time efficient legal provision which creates value for both lawyers and entrepreneurs.
- 2) Lawyers (generally speaking) primarily learn the technical 'hard law skills' in law school that help them become good lawyers, but they don't learn the real world 'soft skills' i.e. how to sell themselves or their services, be truly business/commercially savvy, be client-focused, build enduring positive relationships, manage and grow themselves or their practice. Many lawyers either lack the 'soft skills' themselves or access to those with expertise in selling legal services and building relationships that could help them and the firm for whom they serve. Some individuals and law firms find it cost-prohibitive to hire sales (and/or marketing and/or business development and/or innovation) consultants. The products and services of EntrepreneurLawyer will help lawyers in every type of circumstance and practice from the lawyer2B and solo practitioner to a lawyer in a large multinational law firm.

### Who created EntrepreneurLawyer and who is involved?

EL was founded, created and developed by newly qualified solicitor and entrepreneur Chrissie Lightfoot. Experts in the UK and USA in the areas which underpin the 10 fundamental key elements of the 'umbrella' blueprint sales development ROAR model work alongside Chrissie at EntrepreneurLawyer.

Chrissie is a qualified solicitor (non practising), entrepreneur, a national award and prize winning researcher, company prize winner, women's enterprise ambassador and sales legal coach helping lawyers of today become lawyers of tomorrow, today. She has 20 years of business experience (including founder of her own companies) in the leisure, new media, management consulting and legal sectors. She has spent the past 6 years in the legal profession comprising Masters in Law degree at Sheffield Law School, LPC at Nottingham Law School , legal work experience in Georgetown, Washington D.C. USA and 3 years in a mid-tier Leeds UK based law firm. Chrissie has a formidable track-record in achieving quality lead generation, quality referrals, increasing sales,

strategising and innovating. In her capacity as business consultant she has helped many UK and USA based organisations and their people grow. She is a Member of the Institute of Business Consulting (MIBC), Institute of Directors and the Women's Enterprise Ambassador's Network. Chrissie is an inspirational woman entrepreneur and is in demand as a role model, judge, enterprise ambassador, innovator, business consultant and coach.

## Who was EntrepreneurLawyer created for?

EntrepreneurLawyer was created specifically to benefit:

- Law Students
- Paralegals & Legal Executives
- Trainee Solicitors
- Newly Qualified Solicitors
- Junior / Assistant Solicitors
- Associate Solicitors
- Partners - Managing & Senior
- Attorneys
- Legal Educators
- Head of a legal department and tasked with its growth
- Barristers
- Sole practitioners
- Lawyers that have been 'let go'
- Entrepreneurs / entrepreneurs2B
- Business owners/decision-makers
- All those tasked with a sales, marketing, customer service, innovation and/or business development remit in or out of the legal profession.

## How does EntrepreneurLawyer help all those above?

EntrepreneurLawyer provides a winning range of products and services to help lawyers accurately assess their skill sets and develop and implement client orientated sales strategies, plans, behaviours and actions uniquely tailored to each lawyer's / attorney's unique points of difference in the marketplace. Products and services include:

- Interim Sales & Innovation
- The Naked Lawyer eBook
- Seminars & events
- In-house training
- Mentoring
- Articles
- Ask a question
- Blog

Each product and/or service is built around the blueprint ROAR model with outcomes focusing on:

- Building an enduring network of potential referrers and new clients
- Winning more new business
- Increasing professional brand profile and company brand awareness
- Creating niches and pin-point accurate targeted marketing and sales activity
- Cost-effective and time efficient communications

- Positive behaviours
- Retaining and growing enduring relationships with both existing and new clients and colleagues
- Personal and business growth and development

## Why should lawyers get involved in EntrepreneurLawyer?

There is simply nothing else in the market like it. EntrepreneurLawyer helps lawyers:

- **Think strategically** - develop a strategic focus to grow themselves and their practice
- **Think and act innovatively** – be creative
- **Think and act like an entrepreneur** – be less risk averse and willing to try new things and ways of working for bottom line impact
- **Think and act positively** – be pro-active and dynamic
- **Think and act like a sales person** – develop a sales mindset
- **Be business savvy** – understand and relate to commercial clients offline and online better
- **Build relationships** - develop techniques, processes and behaviours to systematically follow up key contacts
- **Build confidence** - build their marketing, sales and brand confidence in a variety of situations
- **Create focus** – develop behaviour and processes which bring focus and discipline to marketing and sales activity
- **Use their marketing & sales time efficiently** - maximise their marketing & sales time by pursuing innovative strategies
- **Sell more effectively** - access selling ideas, tips, tools and techniques that are tailored to their unique circumstance
- **Get more clients, sales, referrals, income, value, growth and success**
- **Have more control over the direction they would like to take their career / business**

## Why should entrepreneurs get involved in EntrepreneurLawyer?

EntrepreneurLawyer helps entrepreneurs:

- **Voice the changes they want to see in the legal world** – to improve the 'fit' and quality of legal advice and service provision
- **Get more clients, sales, referrals, income, value, growth and success**

## Where will you find lawyers of tomorrow, today?

- At the Lawyer Ecademy - partaking in the boot camp products and services.

## When are EntrepreneurLawyer's products and services accessible?

- Anytime, anyplace, anywhere – with a mobile internet connectivity device. Access 24/7/365.