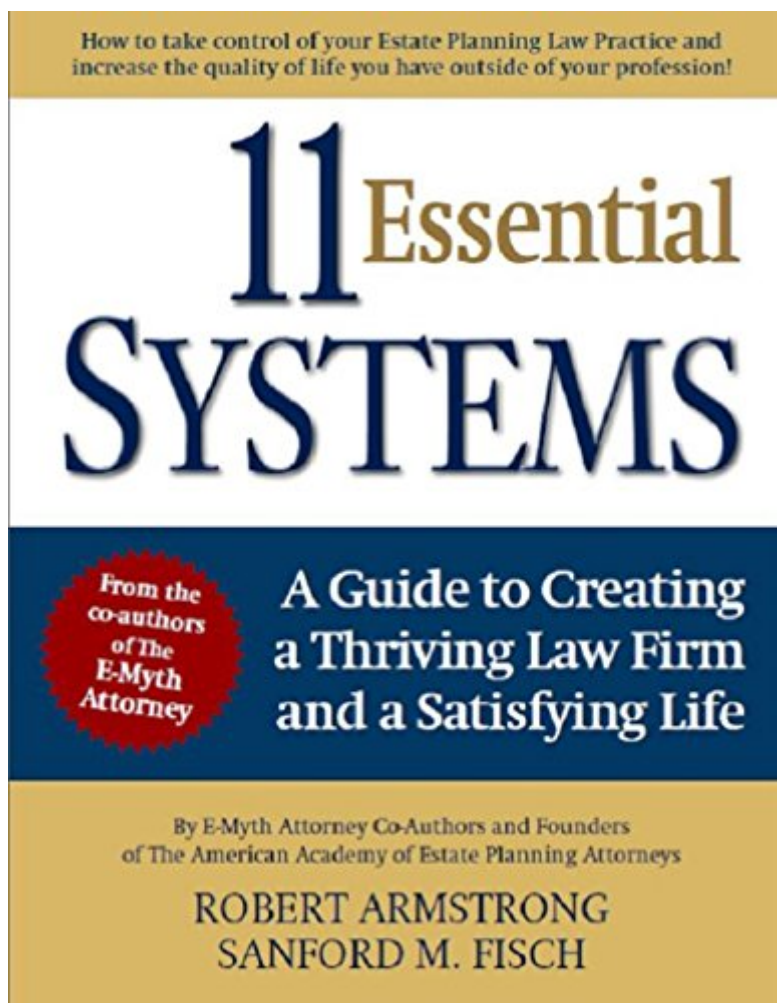


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# 11 Essential Systems: A Guide To Creating A Thriving Law Firm And A Satisfying Life



## Synopsis

Running a successful law practice means wearing two hats. Your clients are counting on you to be an expert in your area of law. At the same time, you have all the demands of running a small business — something many of us didn't fully anticipate when we graduated from law school. Our legal education gave us the foundation we needed to become excellent legal practitioners, but few of us have the training necessary to build a successful business. The result is that we work as hard as we can to do excellent legal work, and we wonder why that doesn't result in a growing, thriving legal enterprise. So, we spend more time at the office being the best lawyers we can be, until our family and personal lives suffer and we start to lose our passion for the law. The truth is, you can create a legal business that is not only growing but is highly profitable, and you can do it while taking time to enjoy life outside the office. The American Academy of Estate Planning Attorneys figured out how to do it more than two decades ago. Since then, we've helped hundreds of attorneys nationwide to transform their practices and their lives. Our secret is simple. Systems. Believe it or not, most law firms have very few intentional systems. They have no unique way of operating, no overall firm brand. Without systems, it is difficult for them to be consistent in the services they provide. Academy law firms are different. We have developed 11 Systems to support deep, lasting client relationships — many of them spanning multiple generations. Our Members have used these systems to transform their law firms into practices they love.

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