



Three-Part Teleconference & E-mail Seminar:
"Why do other Immigration Lawyers make more money?"
- a seminar on business of law
Speaker: Edward Poll

What is ILW.COM?

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Seminar Details**Audio tape for phone session of March 29th:**

I. Creating a Business Plan for profits:

- why and how to have a plan • setting goals • managing priorities - not time

II. Secrets of creating a Marketing Plan:

- getting business from bar association connections • networking • publishing an electronic magazine • client communications

III. Budgeting, creating a Financial Plan:

- for more revenue • reviewing key financial information • ratios that successful lawyers know

Phone Session on April 29th:

IV. Profiting from setting your fees:

- the untold steps of high pricing • effective billing • efficient collections

Phone Session on May 29th:

V. Disaster Management:

- preparing for disasters • recovery from disasters

VI. Entry And Exit Strategy:

- how to grow by buying a law practice • how to cash out by selling your law practice

About the Speakers

Edward Poll, J.D., M.B.A., C.M.C., advises lawyers and law firms on profitability. He is a nationally-recognized coach and practice management consultant. His advice has benefited national, regional and local law firms. Ed is unique in that he has practiced law for 25 years, was the CEO and COO of several manufacturing businesses and has been a consultant to small and large law firms for 15 years. He has written several books on running a profitable law practice, the most recent of which was just released by the American Bar Association, entitled *Attorney & Law Firm Guide to The Business of Law: Planning and Operating for Survival and Growth*, Second Edition (2002, ABA).

Ed is a frequent contributor to legal and business publications including: *The American Bar Association*, *Lawyers' Weekly USA*, *California Lawyer*, *The Practical Lawyer*, among others publications.

Among Ed's activities and leadership positions are:

- Member, Council, Law Practice Management Section, American Bar Association Member, Advisory Board, Law Firm Accounting (Leader Publications, Inc) • Member, Editorial Board, Los Angeles Lawyer, Los Angeles County Bar Association • Co-recipient of the "Leader of the Year" award (1991) of the General Practice Section of the American Bar Association • Chairperson (1989-1990) and adviser (1990-1997) to the Solo & Small Firm Section, State Bar of California (formerly General Practice Section)

Signup

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