

LAWDUCATE

The Lawducate Coaching Program

Overview:

The Lawducate Coaching Program is a comprehensive business-training program for both individual attorneys and groups (e.g. practice groups or law firms.) Through classes and individualized consulting, Kelli Proia teaches her clients the fundamentals of running their law practices.

No more sifting through all the marketing and business advice out there, looking for what might work. Kelli has done the hard work for you. Over the course of 3 months, she shows you what business skills, tactics, and strategies make sense for lawyers.

Clients meet with Kelli, either in-person or by phone/Skype, for regularly scheduled sessions to:

1. **Review your story so far.** Through an in-depth review process, we define who you are and the current state of your law practice. Our goal is to determine what is working for you and what needs improvement. As part of this process, we work through exercises designed to identify your ideal clients, where they come from, and the reasons why they want to work with you.
2. **Bridge the skills gap.** Lawyers learn the business skills and strategies they need to build a successful law practice. We focus primarily on marketing and sales training.
3. **Plan for the future.** Finally, you set goals and decide how to implement the strategies and tactics you've learned. Through this process, you create a personal business development plan you can rely on throughout your career to achieve continued business success.

This is a journey, not a destination. Results are not guaranteed. They depend on the lawyer's commitment to the program.

Results Clients Receive:

- Defining your practice goals
- Identifying your ideal clients and designing a marketing strategy that speaks directly to them
- Learning how to market your services using the tools available today
- Creating effective networking strategies
- Building and nurturing your referral network
- Developing your ability to sell your services
- Implementing internal systems & processes to get the most out of your marketing & sales efforts
- Exploring new delivery models and pricing methods to attract all types of clients

Kelli Proia's Biography

Kelli Proia is the founder of Lawducate, an on-line learning platform designed to teach basic business skills to attorneys. She spends her days helping attorneys overcome their dislike of marketing and sales. Before Lawducate, Kelli spent 16 years working in both in-house and private practice as an intellectual property attorney. She's the co-author of the book, Client Satisfaction 101. Kelli blogs at lawducate.com, tweets at @lawducate, and you can connect with Kelli on LinkedIn at <https://www.linkedin.com/in/kelliproia>.