

LAWYERS WITH PURPOSE

Get the practice you've always dreamed of.
With LWP™, it's easier than you think.
We'll show you.



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WELCOME

We at Lawyers with Purpose™ know and support the difference between running a law practice and running your law firm as a successful business. Some learn the hard way, by trial and error.

What would happen if you had a family emergency and needed to be away from your practice for weeks, or a month? Would the brakes be locked up? Would your practice be paralyzed? Do you have another attorney to consult with to back you up? Would your production stop? Would cash flow become inconsistent? Most attorneys struggle to find the time to market, which in turn affects cash flow six months down the road. It's a vicious cycle most lawyers don't know how to get out of. If you can relate, then this is a sign that something has to change.

At Lawyers with Purpose, we created systems and processes for your practice to operate without you. We're pretty sure you love what you do. We want you to be able to not only work with people you like, but truly help people. We have developed a program that teaches attorneys and financial advisors the legal-technical side of estate planning, how to strategically market a firm for desired results, and how to implement the tools, processes and systems that will enable staff to efficiently run a successful practice.

Today, with successful members all over the nation, our program has measurable proof. Working fewer hours and making more money isn't such a bad trade-off for a professional training program!

We show you how to successfully avoid the pinch to your cash flow. We continue to be a leader in teaching innovative strategies, marketing, and firm processes that are needed to work easier and play harder.

We invite you to consider LWP™. Join the hundreds of national LWP member law firms who are able to work less and earn more. Stop sending out referrals that could drive your practice revenues into the top 5%. You can enjoy the practice of law without compromising your personal and family time. And best of all, you can truly enjoy helping those clients who need you most.





WHAT MAKES US DIFFERENT?

INTEGRATION

Lawyers with Purpose™ is different because we use integration. LWP™ combines everything under one umbrella and allows you to see the big picture as a unified whole. LWP enhances what you already know to achieve the best results which give you derivatives and velocity.

LWP measures what you know and based on our integrated system, we generate a whole lot more information with accountability and reporting. Instead of throwing ideas out there and not knowing which will work, LWP understands the underlying assets from your ideas and can inform you how fast and in what direction they will take you. Reporting in real time is effective and accurate.

ONE STOP SHOP

Utilize one legal based tool to educate referral sources, clients, lawyers, and other professionals.

- Gives you meaningful reports that take the information you already possess and report it in a way in which you can benefit from it in real time.
- Helps you take your legal-technical training and turn it into marketing.
- Helps you take your marketing and turn it into legal-technical.
- Feels your pain when you do because we are also practicing attorneys, and when the industry changes, we are innovating solutions accordingly.

As a Lawyer with Purpose, you will feel content and happy as you are helping people with consistent cash flow which removes their anxiety. You're doing more with less.

IMPLEMENTATION

The Lawyers with Purpose™ Implementation program is unparalleled in the Estate Planning & Elder Law Industry. It just doesn't exist—*anywhere*. Implementation is an action oriented service that guides LWP law firms in setting realistic goals for success while providing a tried, tested, and proven path and plan for attaining those goals. It all centers on a comprehensive Implementation program customized to your practice to implement the LWP systems that will get you the greatest impact fast.

MARKETING

Marketing is not a particular action, but rather a way in which you operate your law firm. It is not based on a single act, but based on a strategic accumulation of simple acts that together create the results you ultimately want, while maintaining your integrity and belief systems. At Lawyers with Purpose™, we approach marketing based on a three-prong strategy: the retail approach, wholesale approach, and branding approach. The reality is you're doing it anyway, but you're just not doing it in a way in which others can react willingly and engage with you.

CLIENT ENROLLMENT SYSTEM

Client enrollment is simply helping the client to identify how you can support them so they would be willing to engage you to help solve their problem. Sales is one attempt to get someone else to hire you. Enrollment, on the other hand, is all about identifying the need of the client and then eloquently being able to show how their need can be solved by you easily and efficiently. An effective client enrollment system begins with the initial call into your firm. You must be prepared on how to handle that call and how to route them.

LEGAL TECHNICAL

What makes our legal-technical training different is the methodology on which it was built. Our founder created the trainings based on working with a world-renowned communication and training expert. In working side by side with this expert for over three years, LWP™ identified the core elements of everything we do as lawyers and converted those key elements to tools for lawyers to use to be able to consistently and competently provide solutions to the needs of their clients.

MEDICAID

Our Medicaid qualification worksheet is by far the most advanced in the industry and our Medicaid qualification software is the only software in the entire industry that helps you properly calculate Medicaid eligibility for any type of client. Not only does it help you identify the maximum amount of assets that can be protected in the shortest period of time, it helps you present it to the client in a methodology they can understand and you can be confident you can achieve.

VETERAN AFFAIRS

Lawyers With Purpose™ provides LWP™ members with state-of-the-art VA Benefits Qualification technology that puts your firm at an advantage. It streamlines the planning process and enhances efficiency and productivity within the firm. With LWP, you will be part of a community that supports your growth in a new practice area that is virtually untouched by the legal profession. Veterans have helped us to have better lives. Now we can give back by protecting what is important to them and obtaining additional benefits.

SPECIAL NEEDS PLANNING

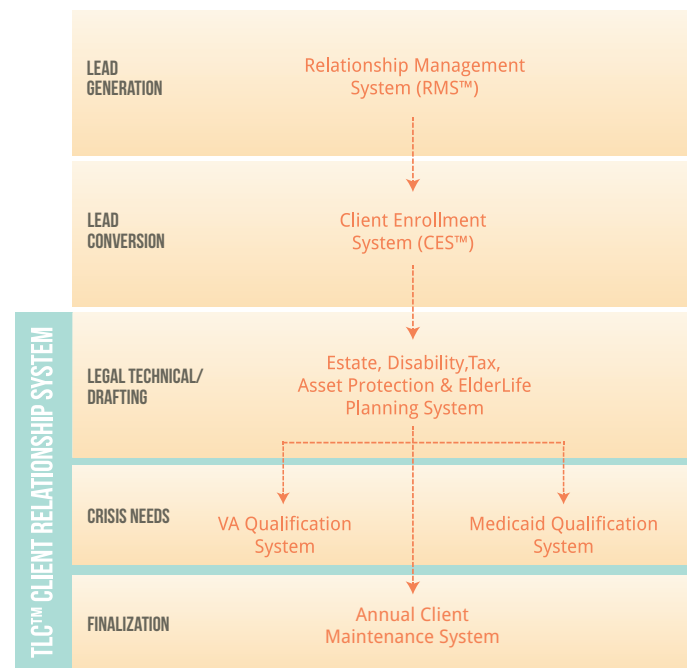
Our special needs training has been hailed as simplified. The reason is our unique strategies that teach the ten core causes of special needs and the mistakes most people make when attempting to plan around them. Most importantly, we provide you a streamlined approach to effectively identify those needs and how best to approach them in the design of your first or third-party special needs trust.

CLIENT-CENTERED SOFTWARE

One of the most unique and powerful elements of the entire Lawyers with Purpose™ Law Practice Model is our industry busting document creation software. It's a whole new dimension to provide competent legal documents. But what makes it unique is that it's not just software, it's a culmination of the estate planning experience for the client. The name says it all, Lawyers with Purpose, client-centered software. It is unparalleled in the industry, because unlike typical legal software, this software is based wholly on the needs of the client.

ASSET PROTECTION FOR THE 99.8%

For the vast majority of the clients LWP™ members serve, a client's number one concern is no longer whether they avoid probate or not, but whether their lifetime of assets will be taken away from them by needing long-term care, being sued, or most importantly, being taken from them by the government. LWP is the innovator of asset protection for the 99.8%—that is the percentage of Americans who don't need estate tax planning but still want to protect their assets.



TEACH, SHOW, DO, & GO:

LWP has a laboratory within their own founder's law practice. The system has been proven. By using the LWP teaching strategies, the founding practice was taken to an entirely different level. LWP will **TEACH** the legal/technical competence to avoid malpractice. LWP will **SHOW** you new, innovative and proven strategies, tools, and leadership. LWP will have you **DO** real case studies, activities and practices using the LWP tools & strategies. LWP will provide what you need to **GO** implement your new Profit Center.



TRIED, TESTED, PROVEN.

LIVE LABS PROVE IT WORKS

- We conduct hands-on lab work so when our members leave each training, they know the next steps to execute with precision; no guesswork. This approach allows our members to easily accomplish results in the shortest amount of time possible.
- We furnish thorough detailed step-by-step legal software systems to assist our members in helping their clients with needs in Asset Protection, Estate Planning, Elder Law, Special Needs, Estate Tax Plans, including Veterans Administration Pension Benefits Qualification, Medicaid Qualification, and Probate & Trust Administration.
- We publish information on how we run and operate our law practice in various formats, including forms, templates, software, and videos to support you in every aspect of your business.
- We provide training, implementation, and coaching to help our members and their teams reinforce our methods and strategies, and work through obstacles in their practice so they enjoy success and balance.
- We facilitate an active community you can access 24/7, so our members can get answers to any questions they might have no matter what concern is keeping them up at night. As a member, you will have access to a high caliber and energized community of attorneys who are ready to help and share solutions.

BUSINESS 101

Defining Job Descriptions, Roles & Expectations
The Revenue Focuser
Learn the LWP™ Client Centered Software

BEST PRACTICES APPROACH

Team Building and
Effective Communication
Implementation of Time Templates
Tracking & Reporting to
Make Sure You Get & See Results
Weekly Team Huddle Implementation

MARKETING & RELATIONSHIP MANAGEMENT

Marketing Plan & Marketing Budget
Private & Community Presentations
Client Enrollment Process
Community Outreach
Public Relations
Retail/Wholesale

LEGAL TECHNICAL

Asset Protection	Special Needs Trusts
Medicaid	Weekly Live ListServ
Veteran Benefits	Live Support

MAKE IT WORK

Tracking & Accountability
Implementation
Law Firm Audit
Adding to the Bus - Who and When

MAINTENANCE

Monthly Member Webinars
Monthly Marketing Roundtable
Good to Great Training
Supporting Your Firm Growth

WE ARE CATALYSTS FOR THRIVING LAW PRACTICES THAT MAKE A DIFFERENCE.

We work with lawyers who are frustrated with their practices because they are working long hours, lack direction, struggling with marketing or managing staff and making money. We guide them in declaring and committing to a path and plan they can *believe* in.

What makes Lawyers with Purpose™ unique is that we hold our members accountable to their plan and provide an infrastructure for them to achieve it.

Our members tell us they are accomplishing their goals, making more money, and can finally delegate, trust their team to lead, and feel confident it won't break.

OUR PHILOSOPHY

Our foundation began in 2001 and has evolved into what is now Lawyers with Purpose™. Over the years, our philosophy and mission have always remained the same: we are a company that utilizes our talents, systems, technology, and coaching to inspire lawyers to have thriving client-centered practices that help the people in their community protect what's important to them.

At Lawyers with Purpose, we put you first so you can put your clients first. Each member of the LWP™ team brings a certain area of expertise which supersedes other national attorney organizations. When the industry is changing we feel that shift, but we are proactive in finding solutions to pass along to you.

As attorneys, we are passionate about helping people, and at LWP we are passionate about helping you become successful, whatever that means for your individual practice. This is why we do what we do. We want you to feel what it means to be a lawyer with purpose. We want you to establish the same organizational values.

- **Learning** – We learn together. Our systems and processes provide the know-how to guide your practice. We provide you with the most up-to-date information on the ever changing law.
- **Possibility** – We want you to see the numerous possibilities to grow and enhance your practice. With LWP's marketing tools, the possibilities for your practice to succeed are endless.
- **Cultivating** – We help you earn the respect you deserve and become the market leader by cultivating your knowledge of the law, your ability to market yourself, your company tracking and reporting capabilities, and your execution of the systems and processes.
- **Community** – You must feel like part of your community and your community must feel like you are a part of them. Care about the people in your community and they will care about you!

You know you are operating as a lawyer with purpose, when not a month will go by without a client bringing goodies to you and your staff. Discover and learn your organizational values, and you will in turn establish our philosophy.

TESTIMONIALS

"It sounds like a cliché but it has been a life changing experience not only with my practice but the way that I look at goals and achieving things so things don't fall through the cracks. It's a comprehensive system and I've been an estate planning and elder law attorney for 27 years so I was pretty set and comfortable in my ways. I was a little hesitant to change some of the things that I did but once I saw the system, the system does it all really from start to finish."

JIMMY L.

"LWP is the definition of a win-win situation: don't wait, make the change that will transform your practice."

CONNIE A.

"I would highly recommend the program to anyone looking for ways to expand their capacity to meet the needs in their communities."

SCOTT M.