Overwhelmed or Too Much Work?

by Molly L. Hall, Director of National Enrollment

Yesterday my Money Coach, Lora Newman, (www.zero2sixtycoach.com) hosted a group call titled, "Dump Overwhelm and Give Yourself a Raise." Lora opened the tele-class with: "Overwhelm is a state of mind and a way of being. It is NOT a set of circumstances. It is resistance to what is. The distinct difference of how to stop overwhelm is what you are willing to do about it and taking the responsibility for it, and **here's the thing you need to remember about overwhelm...."**

Until there is room for creativity and regeneration, she explained, you'll continue to feel exhausted and stuck. When you give yourself the necessary mental space, and free up the room for creativity and regeneration – then, the magic happens! Sometimes the "data" you've allowed to remain in your brain and keep you stuck isn't even at the forefront of your thoughts. Many of us are just holding tightly to beliefs and ideas around money and success – ideas that we picked up long ago and continue to carry, even though they're not always valid.

In this "Dump Overwhelm and Give Yourself a Raise" tele-class, she showed us how to recognize the "hooks and drivers" of overwhelm we've been focused on for too long, so that we could begin to clean out our "junk folder" and delete distractions from our "internal hard drive" – and get rid of whatever is keeping us from achieving our goals.

I have been writing and speaking about overwhelm for the past eight years, the very conversation that began the process for our book, so it was really cool to hear that Lora aligned with what we have been saying for so long. Getting past overwhelm really requires a different mindset, or as Tony Robbins termed it, the "2 millimeter shift."

The key is to recognize that, while you could try to do it all on your own, actually doing everything yourself will suck the life (and soul) out of you. When you are ready to eradicate overwhelm as a status cycle from your entire office culture, you must start by unpacking all the mental clutter that is very real for you right now, and then acknowledge the assets that exist within your team and start utilizing them to the fullest. That means you must stop delegating your tasks, and start giving permission for people on your team to take ownership and HELP YOU OUT. Bury the "it's easier, quicker, better if I do it myself" approach. But you must be confident that you have the right people in the right positions. Sure, your office manager knows how to handle just about everything in the office, but that doesn't mean she's the right person to do it.

The next part is trust, training, and team. You have to have the confidence that you can take the stuff that sucks the life out of you and give it to someone who will not only take it, but will do it better than you ever could. This will allow you to work together as a team and learn to trust and depend on one another, because when the right person has the right assignment, it means the work will get done. And it will get done right – once and for all.

You see, it all boils down to people. It's about the people who support you, who are on your team, and who are there to help grow, sustain, and maintain the business for you – so you can work in the role you enjoy and do it well.

"Free up room for *Creativity* and *Regeneration.*"

Member of the Month

Skip Reynolds – Aurora, CO

WHAT IS THE GREATEST SUCCESS YOU'VE HAD SINCE JOINING LWP?

My greatest success has to be the fact that because of the coaching I received from Nedra, that I started putting on workshops regularly. I had for the past two years had it on my agenda to set up workshops, but never seemed to get around to it. By Nedra holding me accountable, I finally put events on my calendar. This has allowed me to diversify my revenue stream from being 100% reliant upon inconsistent referrals. It has also allowed me to be more efficient with my time, rather than going through all of the education with every prospective client.

WHAT IS YOUR FAVORITE LWP TOOL?

My favorite tool of LWP is the resources available on the member website. Not only am I able to have access to resources to streamline my processes within different aspects of my practice, but I can watch webinars and access other valuable educational resources. It has allowed me to increase my practice efficiency and greatly improve my legal/technical knowledge, at a time that is conducive to my daily schedule. I think all of the available resources has translated into making me more confident in what I am presenting to prospective clients, and much better resource for clients and their families.

HOW HAS BEING PART OF LWP IMPACTED YOUR TEAM AND YOUR PRACTICE?

LWP has impacted my practice in a number of ways. It has allowed me to increase my knowledge in the area of Elder Law and Grantor Trusts. I kept running into client issues that demanded the knowledge of Elder Law, but I really knew very little prior to joining LWP. Further, it has prompted me to take a hard look at my business and my revenue streams, including how to decide where I was not getting a good return on my investments. LWP also made me ask questions I never asked of clients before. Now I believe that I am giving my clients what they truly need based upon the way they answer the 15 questions, not what is easiest for them to understand, or what I thought they should do. My process with clients is much more interactive in choosing the plan that fits their family, their goals and their wishes.

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Just when I thought it couldn't possibly get any better they shifted gears and blew me away.

— JEFF REISNER

Essential Things For Your Bottom Line

by Nedra Catale, LWP CCI Implementation Coach

Are you tracking your closing rate? You should be, if only for self-evaluation. Your Pipeline Focuser™ will quickly show how many prospects became clients at each of your Initial and Vision Meetings™ If your closing rate average is lower than 70% you should investigate further.

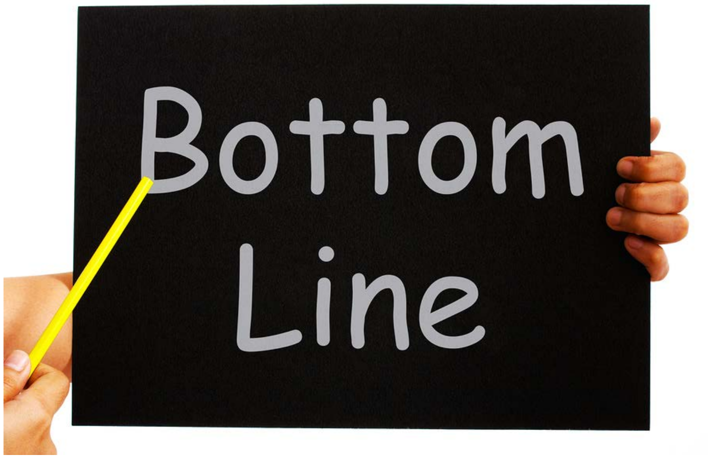
A low closing rate is not always attributable to the attorney's lack of skill in the Initial or Vision Meeting™ Sometimes the prospect just isn't qualified to move forward. While it would be great if your staff could weed out those unqualified prospects before you invest your time in meeting with them, if they attended a workshop and you promised a complimentary Vision Meeting™ then you don't have much choice.

However, if your closing rate is low and your prospects are largely not qualified, then consider investing time to improve your skills.

On the LWP member website, in the Vision Meeting™ folder (located in the Estate Processes tab), there are four videos designed to help you "close the deal." Two of them deal specifically with boosting your closing rate by using the Vision Clarifier™.

Are you using the Vision Clarifier™? It's the tool that visually demonstrates the solution to issues identified in the audit. If you're skipping this tool, then you're not visually demonstrating your recommended solution(s).

During the workshop, the attorney tells stories that are memorable, colorful and interesting. Using a PowerPoint presentation, the attorney is able to anchor stories that are easily visualized by attendees. Adding props such as the little red wagon and the dollar bill maintains interest in the illustrations.



At the subsequent Vision Meeting™ the attorney continues educating prospects in a one-on-one setting by connecting the workshop stories to the Estate Planning Audit™ and then demonstrating solutions with the "Vision Clarifier™, leading directly to the firm fee schedule.

This is where the "rubber meets the road." The bottom line truly is *do you believe in the solution you are recommending? Are you able to clearly see the value?* If you are, you won't hesitate when it comes to quoting your fee. That printed fee schedule you worked so hard to develop will boost your confidence and demonstrate to the prospect that you are not pricing based on his/her assets. You really do have set fees.

I invite you to track your own numbers. If prospects walk out of your office, "wanting to think about it," the odds begin to dramatically decrease that they will become clients anytime soon. *Being able to properly demonstrate the benefits of your proposed plan in that first meeting is a priceless skill. Putting in the time to hone and improve this skill will have exponential impact on your bottom line.*

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