


Fall 11-18-2016

Video: Happy Lawyers Make More Money: How to Achieve Financial Success, Fulfill Your Ethical Obligations, and Manage a Profitable Small Law Firm

How to Manage a Small Law Firm

Follow this and additional works at: https://nsuworks.nova.edu/law_lcpseminar

 Part of the [Law and Economics Commons](#), [Legal Education Commons](#), [Legal Ethics and Professional Responsibility Commons](#), and the [Legal Profession Commons](#)

This Article has supplementary content. View the full record on NSUWorks here:

https://nsuworks.nova.edu/law_lcpseminar/16

NSUWorks Citation

"Video: Happy Lawyers Make More Money: How to Achieve Financial Success, Fulfill Your Ethical Obligations, and Manage a Profitable Small Law Firm" (2016). *Law Center Plus Seminar Series*. Paper 16.
https://nsuworks.nova.edu/law_lcpseminar/16

This Article is brought to you for free and open access by the Shepard Broad College of Law at NSUWorks. It has been accepted for inclusion in Law Center Plus Seminar Series by an authorized administrator of NSUWorks. For more information, please contact nsuworks@nova.edu.



Law Center Plus: Continuing Your Legal Education

Happy Lawyers Make More Money:

**How to Achieve Financial Success, Fulfill Your Ethical Obligations, and
Manage a Profitable Small Law Firm**

Friday, November 18, 2016

7:30 am – 9:30 am

3305 College Avenue

Ft. Lauderdale, FL 33314

RJon Robbins

HowToMANAGEaSmallLawFirm.com was founded by attorney RJon Robbins. He quickly realized that despite having done quite well in law school, completing a prestigious 9 credit internship with the US Trustee's Office and clerking for a Federal Bankruptcy Judge, he knew next to nothing about how to actually manage the business of a small law firm.

RJon did eventually discover how to manage a small law firm and was recruited by The Florida Bar's Law Office Management Assistance Service (LOMAS) to teach his fellow lawyers how to find, fix and avoid the sort of marketing, sales, management, staffing, and financial control problems that had plagued his law firm.



As a full time LOMAS Small Law Practice Management Advisor RJon had the unique opportunity to work with several thousand owners of solo and small law firms to diagnose the sources and help them fix the problems that plagued their law firms too.

In 2008 RJon founded *HowToMANAGEaSmallLawFirm.com* which has since grown to be the largest provider of outside managing partner services in the country. We are dedicated exclusively to the unique needs of the owner of a solo or small law firm. Today *HowToMANAGEaSmallLawFirm.com* boasts coast-to-coast membership with ambitious and entrepreneurial lawyers hailing from all practice areas and walks of life. We even have members in foreign countries too!

Welcome & Introduction:

7:55 to 8:00 am

Jon Garon, Dean, NSU Shepard Broad College of Law Welcome & Introduce: RJon Robbins

Seminar Presentation

8:00 -8:15 am Introduction

Review applicable sections of the rules regulating The Florida Bar that lawyers could violate if they open a firm without a plan to ensure success. A lawyer must generate enough income to stay in business i.e., a lawyer "reasonably should know" what needs to be done so the firm can remain viable, how to pay the staff, and be free to focus his/her efforts on representing the clients instead of worrying about paying law firm bills.

8:15 – 8:25 am Ethical Obligations

Why lawyers have an ethical obligation to run a profitable law firm. This discussion will include dissection of "typical" Bar grievances and malpractice actions that arise when lawyers do not properly manage the firm's finances. Common mistakes made by lawyers who do not properly manage the firm's finances are the same mistakes that cause the lawyer to commit malpractice and that trigger Bar grievances. Loss of profits through mismanagement increases pressure on the lawyer to bring in more business to pay the overhead.

8:25 - 8:45 am The Seven Main Parts of a Successful Small Law Firm

1. Marketing
2. Sales
3. Production
4. People
5. Physical Plant
6. Money & Metrics
7. You, the Lawyer

8:45 - 9:00 am Practical Advice about the Seven Main Parts of a Successful Small Law Firm

Understanding how the seven main parts of managing a small law firm will reduce the likelihood of Bar grievances, malpractice actions, angry clients, and give you more time to spend with your family, friends, and pursuing happiness.

9:00 - 9:30 am Q&A

Why work so hard and struggle financially? Learn how to create a business plan designed to ensure that your small law firm is successful, profitable, and runs efficiently so you can enjoy the practice of law. Question and answer session included.

Happy Lawyers Make More Money and past Law Center Plus events can be found:

http://nsuworks.nova.edu/law_lcpseminar/

For more information about *HowToMANAGEaSmallLawFirm.com* may be able to do to help you grow your law firm please visit www.HowToMANAGEaSmallLawFirm.com

To get a copy of this slide deck emailed to you please visit www.HowToMANAGEaSmallLawFirm.com/NSUSlideDeck

The Florida Bar
Certificate of Accreditation
For Continuing Legal Education

Reference number: 1605883N

Title: Happy Lawyers Make More Money: How to Achieve

Level: Intermediate

Approval Period: 11/18/16—05/18/2108

CLE Credits	
General	2.0
Ethics	0.5

Attendees may use this reference number to go online at www.floridabar.org to report completion of this program.



Nova Southeastern University | Shepard Broad College of Law
3305 College Ave., Leo Goodwin Sr. Hall, 118 Fort Lauderdale, FL 33314
www.law.nova.edu | www.facebook.com/nsulawcollege |
www.twitter.com/nsulawcollege | www.instagram.com/nsulawcollege

Laura Dietz | Director of Alumni Relations
LDietz@nova.edu 954.262.6303 phone | 954.262.3834 fax