

Law Firm - Criminal Defense

PRACTICING 22 YEARS TUSTIN, CA

GOAL - GROW

MISSION CRITICAL ISSUE;

How to grow the practice so it reaches maximum value to investors and buyers

CURRENT SITUATION;

Practicing criminal defense law for 23 years.

Lead attorney and 1 employee.

Working out of shared office space with other attorneys

SOLUTION;

Three MIND DUMP Sessions

RECOMMENDATIONS;

- Re-imagine the practice so it reflects successful business models.
Enter new markets
- Expand and invest in new marketing efforts
- Build infrastructure based on management, operations, marketing, controls and finance

OUTCOME;

- Increased revenues by 1600% during COVID shutdown
- Lead attorney one month income increased to exceed pre MIND DUMP income for the entire year
- Expand to two additional markets
- Leased office building to house 8 full time employees