

What You Don't Know **CAN HURT YOU**



Clients expect more from you and a gap in expertise is causing law firms to lose business. Here's what it takes to build a sustainable and efficient law firm that modern clients want to hire.

YOUR CLIENT'S EXPECTATIONS HAVE EVOLVED — AGAIN



They demand more for less



They want quick responses and a fast resolution to their legal issue



They won't pay for training associates

YOUR COMPETITION IS MORE VARIED THAN EVER



Inbound referrals are valuable, but outbound referrals are paying clients you didn't serve



The growing ALSP market means clients are moving business toward expertise



Thanks to DIY culture, pro se representation has become a real threat to some practice areas

UPGRADE YOUR KNOW-HOW



Get associates
up-to-speed quickly



Expand practice
area expertise



Provide quick,
accurate and trusted
answers

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