

# BETTER, FASTER, STRONGER

## Building Your Small Firm

**5 CLE Hours** including  
**2 Ethics Hours**  
**2 Professionalism Hours**



**Dustin Cole**  
 Attorneys Master Class

Dustin Cole, Master Practice Advisor and President of Attorneys Master Class, is one of the nation's leading advisors to law firms and lawyers. He is a regular CLE provider and speaker for more than 50 national, state and specialty Bar associations, and has worked with over 200 firms and more than 1000 individual attorneys in 30 states to help them increase revenues and deal successfully with change.

### AGENDA

8:30	<b>REGISTRATION AND CONTINENTAL BREAKFAST</b> (All attendees must check in upon arrival. A jacket or sweater is recommended.)	11:55	<b>LUNCH</b> (Included in registration fee.)
9:00	<b>WELCOME AND PROGRAM OVERVIEW</b>	12:25	<b>SESSION FOUR: Better With Your Team</b> The right team increases your efficiency, accuracy and results – and allows you to have a life. Learn how to find, hire, retain and manage a great team (including outsourcing, contracting, and virtual support) so you can build your best firm.
9:10	<b>SESSION ONE: Better in the Marketplace: Ethical, Cost-Effective and Successful Marketing</b> You can't attract clients if they don't know you exist. Grow your marketing skills and avoid the ethical and social landmines. Learn how to effectively, ethically and cheaply market your practice using social media, advertisements, personal communication, and more.	1:15	<b>SESSION FIVE: Better on the Books</b> Less time spent managing your law practice means more time spent helping clients. Discover new approaches to your bookkeeping practices that will save you time, increase collections, and improve your profits.
10:00	<b>SESSION TWO: Better with Clients, Better with Prospects: Communications Practices that Impress Clients and Create Referrals</b> Poor communications represent more than half of all grievances lodged against attorneys nationwide. Learn how to employ communications practices that ensure your clients are pleased with your care, and refer their friends and family.	2:05	<b>BREAK</b>
10:50	<b>BREAK</b>	2:20	<b>SESSION SIX: Better Security for Your Practice – and Your Clients</b> In today's connected world, there are more risks of loss of information, breaches of security and confidentiality than ever before. Learn the ten most important steps you must take to preserve your practice and protect your clients in the face of natural, digital and human-caused disasters.
11:05	<b>SESSION THREE: Better Office Operations: Building a Firm That Can Grow Without Killing the Attorney</b> An efficient office is a successful office. Learn how to make your office more efficient and whether certain practices are a good fit for you. Topics will include case management software, billing and collections, going paperless, and email management.	3:10	<b>ADJOURN</b>

## LOCATION AND HOTEL OPTIONS

# STATE BAR OF GEORGIA HEADQUARTERS

104 Marietta Street NW • Atlanta, Georgia

For Directions Please Visit <http://www.gabar.org/>

To make hotel room reservations, call:

Embassy Suites phone: 1-800-Hiltons | The Glenn phone: 404-521-2250

Hilton Garden Inn phone: 404-577-2001 | The Omni phone: 404-818-4334

Home2Suites Hilton phone: 404-965-7992

Ask for the State Bar of Georgia's negotiated corporate rate.

### CANCELLATION POLICY

Cancellations reaching ICLE by 5:00 p.m. the day before the seminar date will receive a registration fee refund less a \$25.00 administrative fee. Otherwise, the registrant will be considered a "no show" and will not receive a registration fee refund. Program materials will be shipped after the program to every "no show." Designated substitutes may take the place of registrants unable to attend.

### SEMINAR REGISTRATION POLICY

Early registrations must be received 48 hours before the seminar. ICLE will accept on-site registrations as space allows. All attendees must check in upon arrival and are requested to wear name tags at all times during the seminar. ICLE makes every effort to have enough program materials at the seminar for all attendees. When demand is high, program materials must be shipped to some attendees.

### EARLY REGISTRATION PAYMENT OPTIONS

**Mail:** ICLE • PO Box 117210 • Atlanta, GA 30368-7210 (make check payable to ICLE)

**Online:** [iclega.org](http://iclega.org) (credit card payment only)

Duplicate registrations may result in multiple charges to your account. A \$15 administrative fee will apply to refunds required because of duplicate registrations.

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Early Registration closes 48 hours before the seminar. **Questions, Call ICLE: 678-529-6688**

## BETTER, FASTER, STRONGER: BUILDING YOUR SMALL FIRM | JUNE 21, 2018 | 9963

**EARLY REGISTRATION: \$185**

**ON-SITE REGISTRATION: \$260**

### On-site Registration Payment Options:

- **ICLE cannot accept cash.**
- *ICLE accepts checks (make check payable to ICLE).*
- *Debit Cards, Visa, Mastercard, and American Express are accepted.*
- *On-site registrants must pay at the time of the on-site registration.*

**EARLY REGISTRATION  
CLOSES 48 HOURS BEFORE  
THE SEMINAR.**

NAME \_\_\_\_\_ GEORGIA BAR # \_\_\_\_\_

FIRM/COMPANY \_\_\_\_\_ OFFICE PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

*(To receive seminar notification and registration confirmation by email only.)*

MAILING ADDRESS \_\_\_\_\_ ZIP + 4 \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_ ZIP + 4 \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

- I am sight impaired under the ADA and I will contact ICLE immediately to make arrangements.
- I have enclosed a check [payable to ICLE] in the amount of \$\_\_\_\_\_ (See fees at left)
- I authorize ICLE to charge the amount of \$\_\_\_\_\_ (See fees at left)  
to my  MASTERCARD  VISA  AMERICAN EXPRESS\*

Credit Card Verification Number: A three-digit number usually located on the back of your credit card; \*AmEx is four-digits on the front of the card.

Account #:       /

Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

# Better, Faster, Stronger: Building Your Small Firm

A well-run practice makes for a successful attorney, happy clients, and strong, consistent revenues. Join Dustin Cole, nationally-renowned advisor to law firms and lawyers, for scores of practical techniques to make your small firm better, faster and stronger.

## You'll learn:

- How to ethically and effectively market
- How to create more effective communications
- How to save time and money in office operations
- How to build a more effective, supportive team
- How to sharpen your bookkeeping,
- How to protect the security of your data, your practice and your clients' information



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lawyers. He is a regular CLE provider and speaker for more than 50 national, state and specialty Bar associations, and has worked with over 200 firms and more than 1000 individual attorneys in 30 states to help them increase revenues and deal successfully with change. For more information:

[www.attorneysmasterclass.com](http://www.attorneysmasterclass.com) or 407-830-9810.

**Thursday June 21, 2018**

**9:00 a.m. – 3:10 p.m., Includes box lunch  
Bar Center, State Bar of Georgia**

**104 Marietta St. NW**

**Atlanta, Georgia 30303**

**CLE Credit: 5/2/2/0**

**Early registration till until June 19 \$185**

**After June 19 and Onsite \$260**

**To register: [www.gabar.org/ICLEcourses](http://www.gabar.org/ICLEcourses)**

**Presented by Master Practice Advisor Dustin Cole**

## **SESSION ONE: Better in the Marketplace: Ethical, Cost-Effective and Successful Marketing**

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