

PROFITABLE BUSINESS OWNERS

IS IT IMPORTANT TO YOU...

TO BE MORE
PREDICTABLY
PROFITABLE?

TO HAVE MORE
CONTROL OVER
YOUR BUSINESS
RESULTS?

TO HAVE A
PROACTIVE
LAWYER, LOOKING
OUT FOR YOUR
FUTURE?

A STORY:

It wasn't really that long ago when many small businesses had a lawyer who served as a trusted advisor to the business, and the owners. Business owners had a different relationship with their lawyer than they do today, and saw them as Attorneys and Counselors at Law.

THE BUSINESS OWNERS AND THE LAWYERS HAD A RELATIONSHIP THAT WAS BASED ON MUTUAL BENEFIT:

BUSINESS OWNERS knew that their lawyers, had the greatest opportunity ... more than accountants, more than bankers ... to see their business holistically. They knew the financials, the risks, and the opportunities, and yet had the ability to "see" the business from an external, objective perspective.

The **COUNSELORS** knew that when your business did well, and made you increasing profits, you tended to remain their clients.

Business Owners relied on their Attorneys and **Counselors at Law** to have a 360 degree view of the finances, the relationships, the employment, the contracts, the physical plant ... and the Owner! They valued the ability to give objective, helpful, advice from a position of clarity of vision, and a desire to help the Business Owner.

Business Owners shared their hopes, wishes, goals and dreams ... and their lawyers listened. The lawyers insisted upon honest answers. Then they helped Business Owners build their business to fulfill their **true desires**.

The Attorneys and **Counselors at Law** would check in from time to time to see how things were going. They asked questions to make sure you were on track, and offered advice when you weren't. They helped identify risks and opportunities for you and your business. This helped to keep you growing ... growing revenues, and growing profits, which, in turn, kept the relationship with their lawyers close.

WORK WITH A **PROFIT FIRST** CERTIFIED LAWYER

A PROFIT FIRST CERTIFIED LAWYER will be your Attorney and Counselor at Law. This attorney will spend the time it takes to get to know you, and your business. Right from the beginning of your engagement, this lawyer will speak to you at length about your goals, not only for the business, but for what that business is supposed to do for your life.

Even though many Business Owners haven't thought much recently about what the business is supposed to do for them, your Profit First Certified Lawyer understands that any business exists to serve its owner. If the business fails to provide you, the owner, with:

- the financial means to live your life the way you truly want to;
- the time to work on the business, not just in it;
- the time to focus on the parts of your life that are important to you; and
- the professional pride in the contribution your business makes to the world

then the business is not serving you.

So, your Profit First Certified Lawyer will work with you to clearly

define, for you, and for the Lawyer, how you define success in these terms. Then, together, you will create a plan for how your business will proceed during the coming 1-2 years. Your Profit First Certified Lawyer will work closely with your bookkeeper and accountant (or help you find them) to set up regular, at least monthly, reporting to you and to the Lawyer to make sure you are keeping good track of your financials, and are securing the profits you need for your life.

At least quarterly, you will meet with your Profit First Certified Lawyer to discover what has changed in your business, and to update your goals. In this way, the Lawyer will maintain an objective, holistic perspective on how your business is performing, and help you ensure that it is providing you with what you have defined as your benchmarks for success.



IN ESSENCE, YOUR PROFIT FIRST CERTIFIED LAWYER, WILL HELP YOU BE A MORE "PROFITABLE PERSON," IN EVERY SENSE OF THE WORD.



SCHEDULE AN APPOINTMENT TO LEARN MORE AT CLARK.LAW, OR CALL 704.837.0055
RSVP TO THE "HOW TO MAKE YOUR BUSINESS PROFITABLE" EVENT ON AUGUST 1ST AT PROFITFIRST.LAW