

Elite Law Practice Accelerator Program

Wealth Horizons Academy | \$1497

BUILD A LAW PRACTICE THAT RUNS WITHOUT YOU

The goal of this program is not just a successful law practice. It is a business asset that generates significant income and eventually operates independently of your daily presence.

MODULE 1: THE ELITE PRACTICE ARCHITECTURE

The 7-Figure Law Practice Framework

Most attorneys practice law. Elite practitioners build practices.

The difference:

Practicing Attorney	Elite Practice Builder
Income = hours worked	Income = systems × volume
One revenue stream	Multiple service lines
Irreplaceable	Replaceable
Capped at ~2,000 billable hours	Uncapped through leverage
Cannot take vacation	Practices run while they travel

Your Practice Differentiation Strategy

Elite practices are not known for everything. They are known for one thing, done exceptionally well.

Your differentiation should be: - A specific client type (c-suite executives, real estate investors, healthcare providers) - A specific practice area niche (M&A

under \$50M, real estate disputes, elder law) - A specific service model (flat fee, subscription, concierge) - A specific geographic market with deep community roots

MODULE 2: PRICING AND PROFITABILITY

Value-Based Pricing vs Hourly Billing

Hourly billing rewards inefficiency. The faster you work, the less you earn.

Alternative pricing models:

Flat Fee: Client certainty, attorney efficiency incentive **Subscription/Retainer:** Predictable monthly revenue, client relationship **Contingency:** No upfront cost to client, unlimited upside for attorney **Hybrid:** Combination based on matter type

Building Your Premium Pricing Authority

Premium pricing is justified by: - Deep expertise in a specific area - Track record of results - Strong referral network - Limited availability (create scarcity) - Premium brand and client experience

The attorney who charges \$750/hour and delivers exceptional value earns less complaints than the attorney who charges \$250/hour and delivers average work.

MODULE 3: TEAM BUILDING AND LEVERAGE

Building Your Legal Team

Hire in this order based on revenue thresholds: - \$200K GI: Legal Assistant/Paralegal (part-time) - \$350K GI: Full-time Paralegal - \$500K GI: Associate Attorney - \$750K GI: Office Manager - \$1M+ GI: Second Associate + Marketing Staff

The Delegation Framework

For every task you currently do, ask: 1. Does this require my law license? 2. Does this require my specific expertise? 3. Does this require my direct client relationship?

If NO to all three → delegate. Your time is worth too much for anything else.

MODULE 4: REFERRAL AND REPUTATION SYSTEMS

The Elite Referral Ecosystem

Elite practices run primarily on referrals. To build this:

1. Deliver exceptional results (non-negotiable foundation)
2. Make the referral easy (clear explanation of who you serve)
3. Acknowledge every referral immediately and personally
4. Report back on outcomes (within ethical limits)
5. Return referrals whenever possible

Thought Leadership

Become the recognized expert in your niche: - Write for industry publications
- Speak at industry conferences - Create educational content (blog, podcast, video) - Teach CLE programs - Serve on bar association committees

Thought leadership creates inbound leads that require no sales effort.

Educational purposes only. Not professional advice. Results vary.

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