Changing the Narrative of Personal Legal Services
Changing the Narrative

I would have called this “Shifting the Paradigm” but...
But

It’s not 1996 anymore!!
And by the way

And, why is it the only thing Paradigms do is shift?
Changing the Narrative

- Focus on personal legal services
  - 2/3 of lawyers are solo or in firms of 2 to 5.
  - A high portion of them provide personal legal services
Changing the Narrative

- Creating the value proposition
- Overcoming the engagement deficit
Lawyers are too expensive!!
When You Can’t Afford A Lawyer

There’s no getting away from the fact that hiring a lawyer can be quite expensive. There is good reason for this, as lawyers are highly trained professionals who work hard to get the qualifications necessary to do their work, but the truth remains that many people don’t have the kinds of funds necessary to hire the lawyer who is best suited to their case. But just because you can’t afford a lawyer doesn’t mean you don’t need one. How can a client who’s down on their luck afford a lawyer when they need one?

Why we’re asking

Hiring a lawyer is expensive. Even just a consultation can cost far more than the average person is able to pay. But lots of people still need legal advice and assistance. Our legal professionals have been around the block a few times, and they understand the ins and outs of affording legal help. If anybody knows what a financially disadvantaged person’s options are, it’s them. And so we’re asking:
Are You Too Broke to Go Bankrupt?

Why you need a lawyer to file for bankruptcy—and how to get one for free.
The Cost of Hiring an Attorney: The average family of four earns about $1,300 per week (before taxes). Lawyers routinely charge $250 per hour or more. The cost of even simple matters can quickly become a hardship for middle class families. So, many Americans go without legal assistance for matters as critical as saving their home, maintaining custody over their children, and preserving their life savings. The *Justice Index* highlights states that have found ways to help people represent themselves better and to make lawyers available for little or no cost.
Average car payment = $250/mo
Average Disney vacation = $4,000
Where the action is -- Craigslist

Tax Preparation at a low price? Legal Issue? Immigration? 773-606-1856 - (All Chicagoland) pic map

NOTARY - BUSINESS SERVICES - PROPERTY MANAGEMENT - (Chicago) map

NOTARY - MARKETING - BUSINESS SERVICES - (Chicago) map

BUSINESS SERVICES - NOTARY PUBLIC - MARKETING - (Chicago) map

Experienced attorney for Real Estate Closings - map

WANTED - (Cook County ill.)

Small Business Disputes, Contract, & Commercial Litigation Matters - (Daley Ctr, Cook, Dupage, Kane, & Will) map

Contested Divorce and Family Law Matters - (Joliet: Will, Dupage, and Cook) map

Estate Planning, Asset Protection, & Living Trust - (Naperville and Joliet) map

Child Removal and Visitation Issues/Family and Divorce Lawyers - (Naperville & Joliet) map

Estate Planning, Asset Protection, & Living Trust - (Naperville and Joliet) map

Small Business Contracts, Corp. Structure Planning: Attorney - (Naperville and North Aurora)
Flat Fee Divorces (Chicago)

$500 DIVORCE
COOK COUNTY UNCONTESTED DIVORCE

Looking for a simple and quick divorce? Pay a flat attorney fee for an uncontested divorce. Rates start at $500. Court costs not included.

FREE TELEPHONE CONSULTATION
# Costs of Common Legal Services

- Estate planning: $100 to $500
- Simple Divorce: $300 to $600
- Chap 13: monthly payments
- Chap 7: $700 to $900
Fee structures

- Contingency fees
- Fee-shifting
- Flat fees
- Sliding-scale fees
- Unbundled fees
- Value line billing
- Payment plans
- Hourly fees
The value proposition

- Average people can afford average legal fees
  - If costs are not the issue, policies based on reducing costs are not the solution
    - Modest means panels
    - Limited-licensed practitioners
- We need to focus on giving value
- Billable hours are the enemy of value
- Billable hours are the enemy of value
The Engagement Deficit

- People don’t use legal services because they do not know when they have a problem that has a legal solution.

- But they do know when they have a problem.
I AM THE HAMMER!

Lowell "The Hammer" Stanley
459-CASH
800-208-CASH
www.THEHAMMER.com
Mobile Law Offices

Our three Mobile Law Offices are each a 40 foot vehicle capable of “Driving Legal Services Right to Your Doorstep...At No Extra Cost”.
Experimenting with Games for Legal Services
To do list

- Advance the value of legal services by waging war on the billable hour
- Overcome the engagement deficit by redefining lawyers as problem-solvers
GETTING TO YOUR “WINNING GAME”

Bars and Lawyers Responding to the Future and Legal Technology
“NEVER CHANGE A WINNING GAME
BUT ALWAYS CHANGE A LOSING GAME.”

BILL TILDEN
HOW TO GET TO A “WINNING GAME”

• Get in the Game
• Play Passionately
• Stick to the Game Plan
• Win! – and Keep Winning!!
GET IN THE GAME

- Assess your association’s use of technology
- Keep your ears and eyes open for tech advances and concerns
- Don’t discount the little things affecting tech changes
CONTINUE TO PLAY PASSIONATELY

• Care about technology!
  • Care for Your members’ concerns
  • Care about the impact on the public
  • Care about the direction of the judicial system

• Respond to present and future technology needs
  • Set up dedicated technology programs
  • Automate and deliver online services
  • Consider tech-based Ethics Opinions
FOLLOW A “WINNING” GAME PLAN
SHOOT THE GAP!

• Defend Your “House”
• Go on the Offensive
• Prepare to Win!
WIN! – AND KEEP WINNING!

Your Future is Going to Be A Game-Changer!
THANK YOU!

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Handout

3
Rebranding Lawyers to Reach New Markets

R. Amani Smathers
Untapped Markets
Untapped Market: By the Numbers

70-80% consumers don’t use a lawyer

7 million small businesses

$45B
How do we reach the 70%?

- Don’t know what they don’t know
- Search costs
- Service costs
- Don’t trust lawyers
Does what we call ourselves matter?
Reputation of the Profession - Sources
Rebranding

Source: risingabovethenoise.com
This guy
By Any Other Name...

Personal Advocate

Legal Adviser

Legal Concierge

Legal Risk Manager

(or nothing—and hide the lawyer)

Don’t want to share? Trademark it.
Educate
Reimagine
Engage
Educate
Engage

Harley @HarleyDRider · Feb 14
Legal Zoom is awesome...check it out! fbuy.me/FFrL

Robert Kohser @robertkohser · Feb 13
@LegalZoom I've just started using your service, and so far I'm very impressed!
Darrick Price has been a big help!

The SistahChick @TheSistahChick · Feb 11
My first experience with @Legalzoom was an awesome one. I'll keep you posted for when i use them again!

Shailen Sukul @shailensukul · Feb 5
@LegalZoom rocks! Saved me so much time, well worth the money!

Wall Street Watkins @WallStWatkins · Jan 28
@LegalZoom I'll be using your services again soon! You guys are awesome!

View conversation
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They’re nerdy—and experienced

They LOVE their jobs

DIY Available
New Brand Messages for Lawyers

Tech-Enhanced

Customer Service

[Your pitch here]

Accessible