



Everything you always wanted to
know about law firm clients but
were afraid to ask

Gary Allen





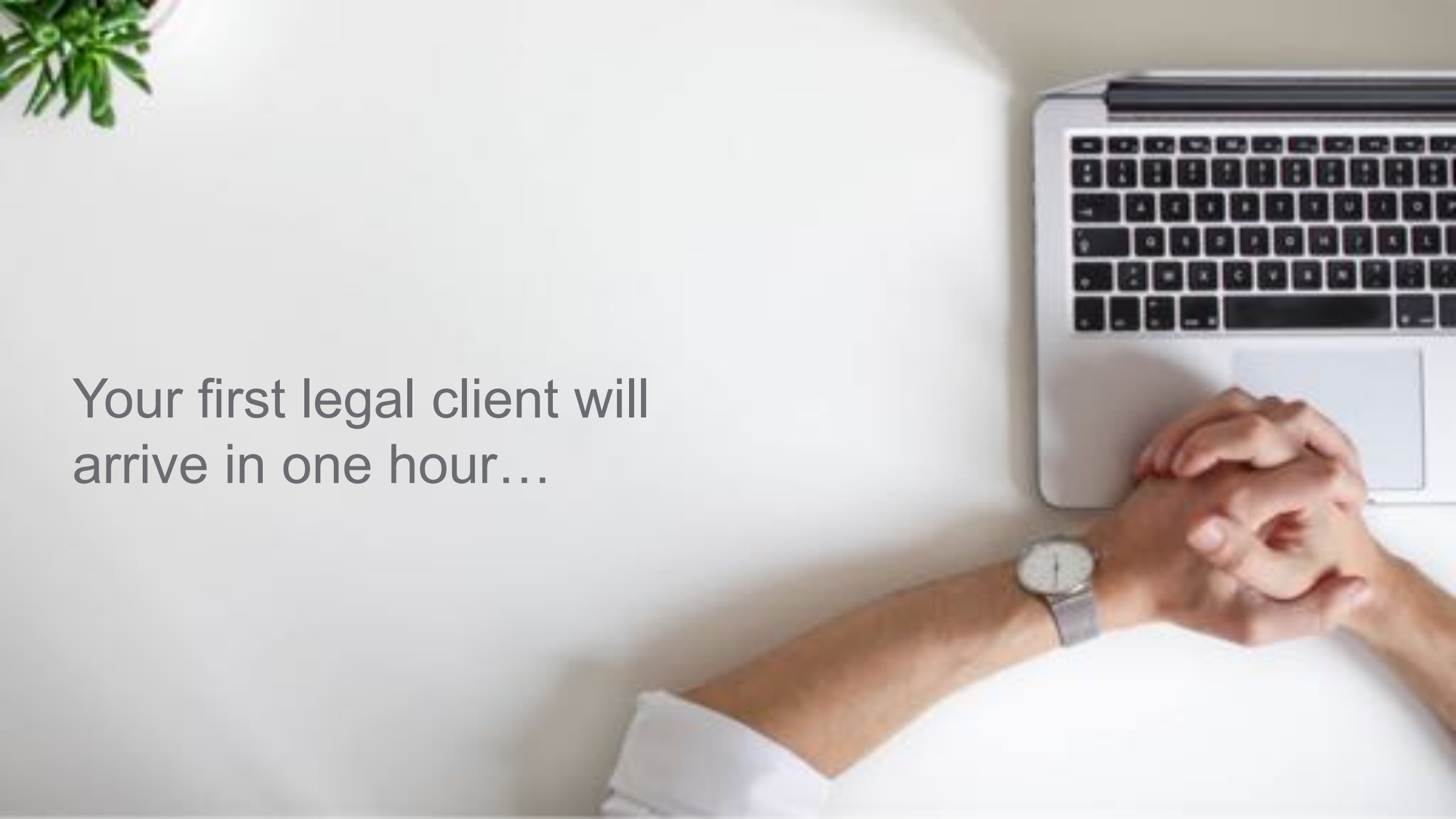
LAWYERS

CPE Process

In order to receive CPE credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPE**
- CPE certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Your first legal client will
arrive in one hour...



Gary Allen



Practicing law for 30 years

Partner in 40-lawyer firm

Co-Founder & CEO of LeanLaw

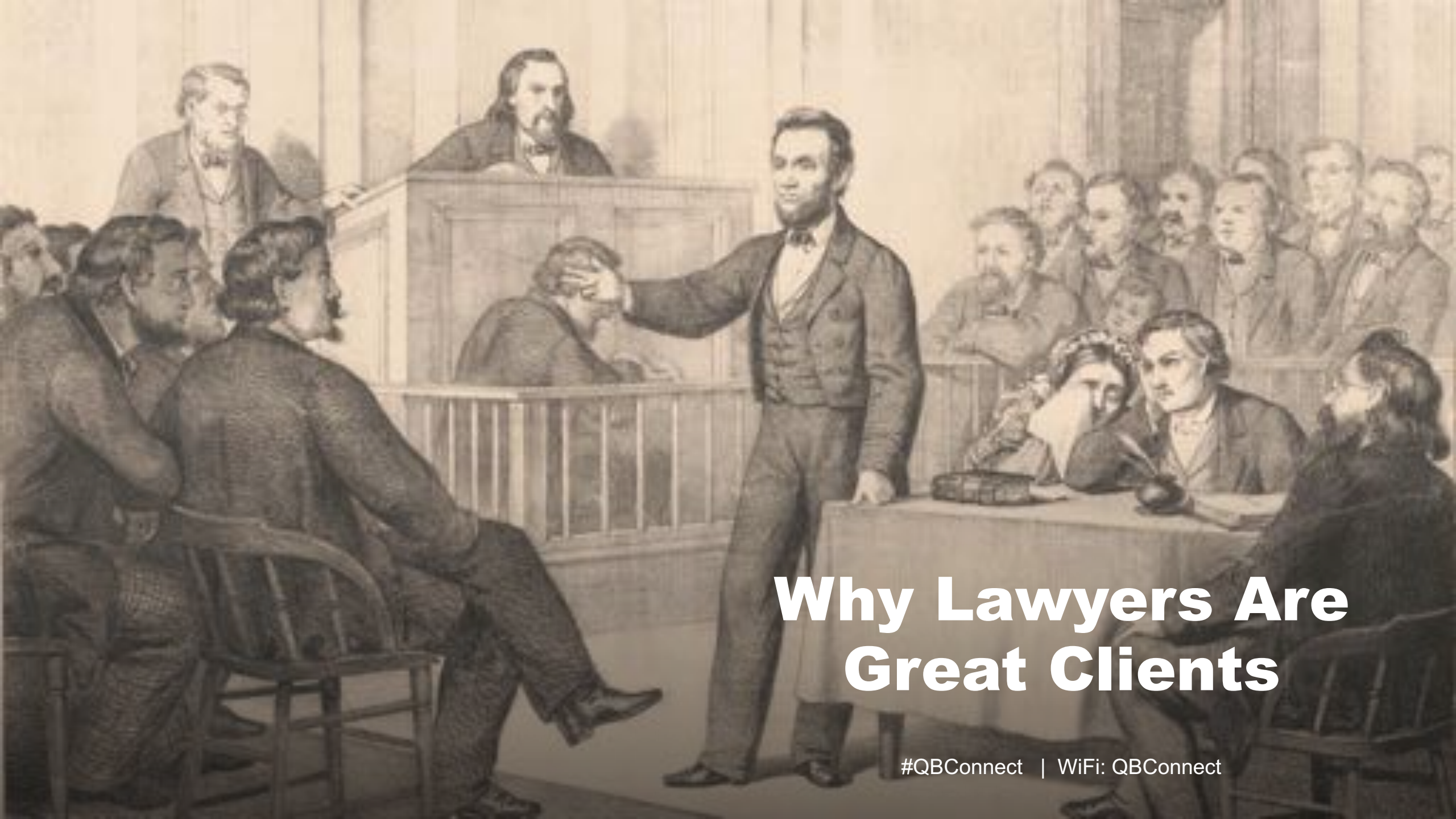


About You

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Takeaways

- Practical knowledge to niche into law
- Law firms: size, practice areas & demographics
- Accounting services law firms need
- Understanding of lawyers' pain
- How to become a trusted advisor
- Law Track at QuickBooks Connect

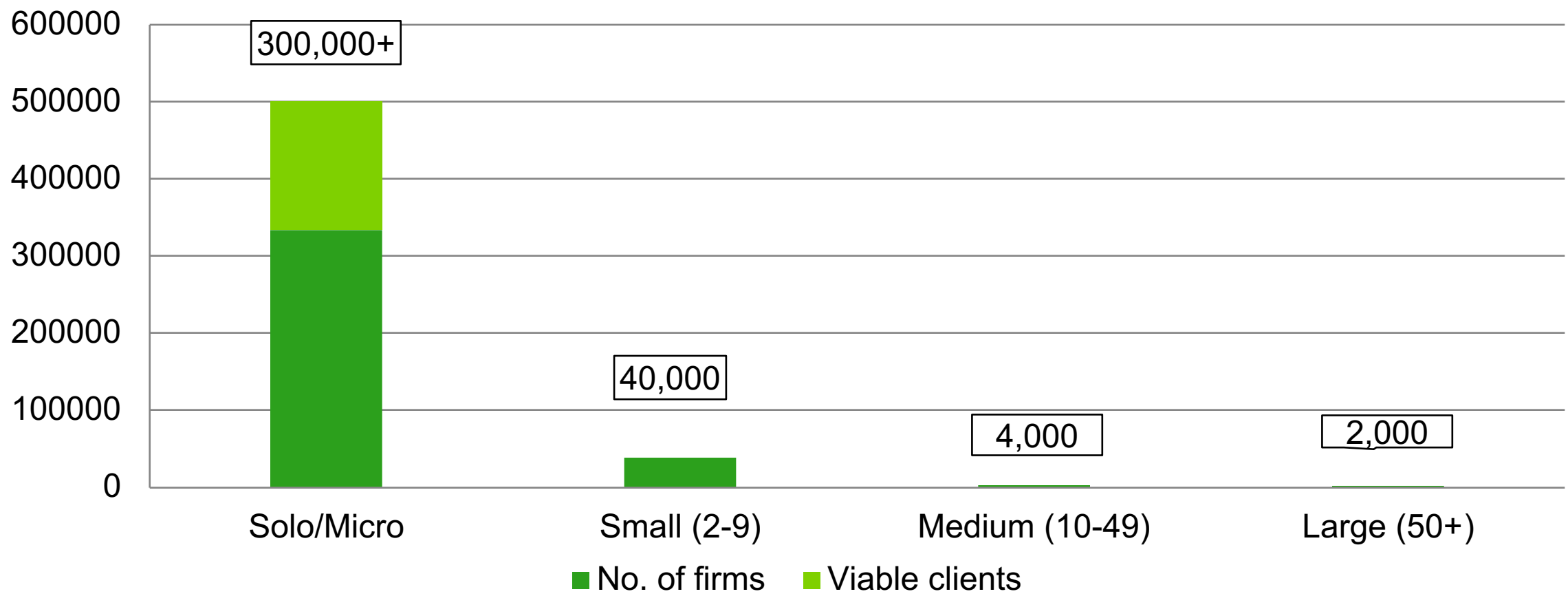


Why Lawyers Are Great Clients

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Insights about legal industry

Size of Law Firm Segments



Source: ABA, Bureau of Labor Statistics

Insights about legal industry cont'd

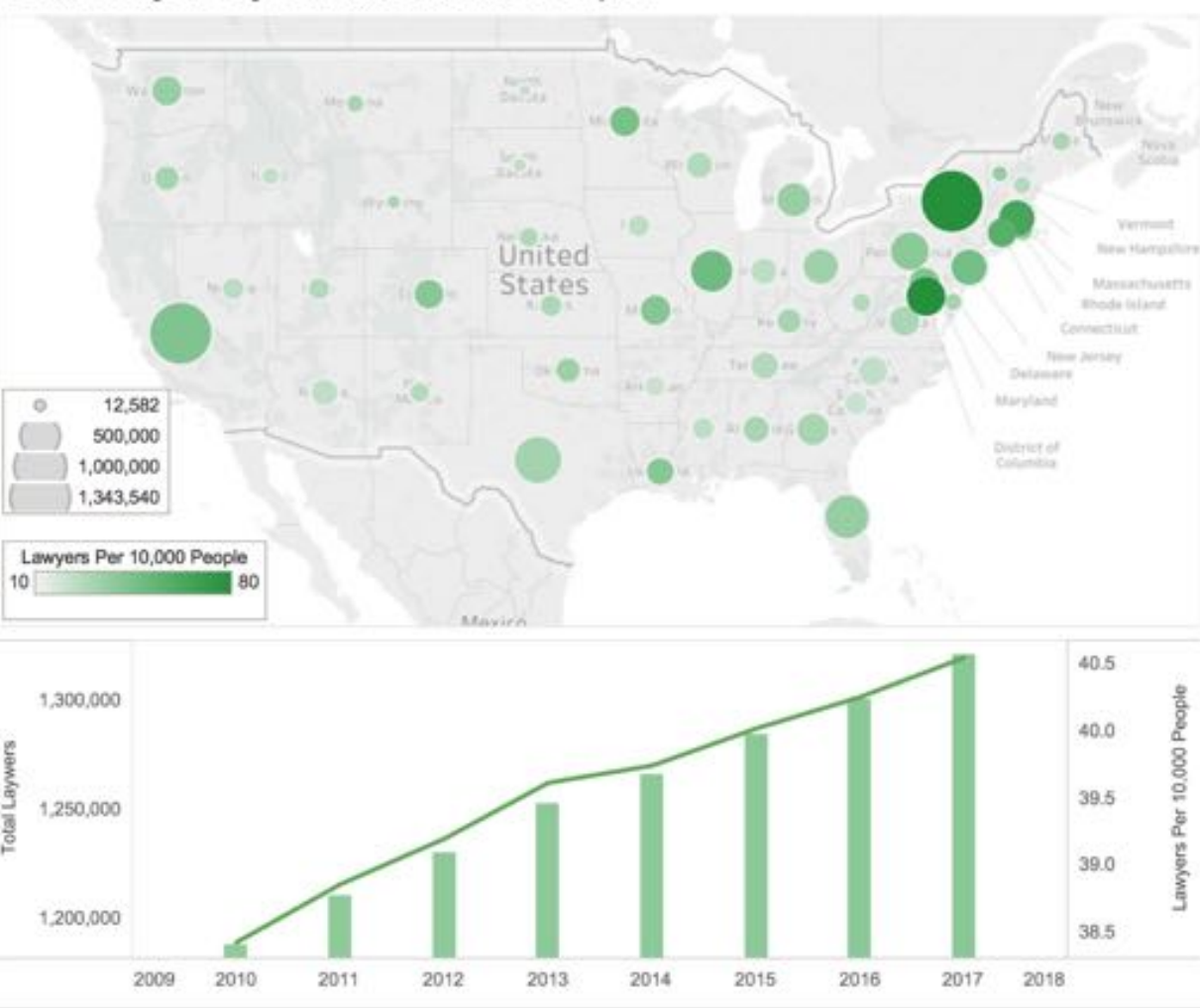


- Geography used to matter
- Women becoming more influential
- Wave of retirements coming

Resources



Total Lawyers By State, Year, & Per Capita



More resources available at leanlaw.co/qbconnect



Lawyers advise individuals, businesses, and government agencies on legal issues and disputes, and represent them in court and legal transactions. They also advocate for their clients in court by presenting evidence and making legal arguments.

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Lawyers have many specialties

Civil Rights
Business Law
Immigration Law Estate Planning
International Law Worker's Compensation
Health Law Criminal Tax Law Military Law
Bankruptcy Family Law Intellectual Property
Employment Law Entertainment
Environmental Law Real Estate Law/Land Use
Personal Injury (Contingency) Law

The essence: What lawyers do

Litigation



Transactional



What do lawyers know about business?

Good News



Bad News





What do lawyers do in different phases of career?

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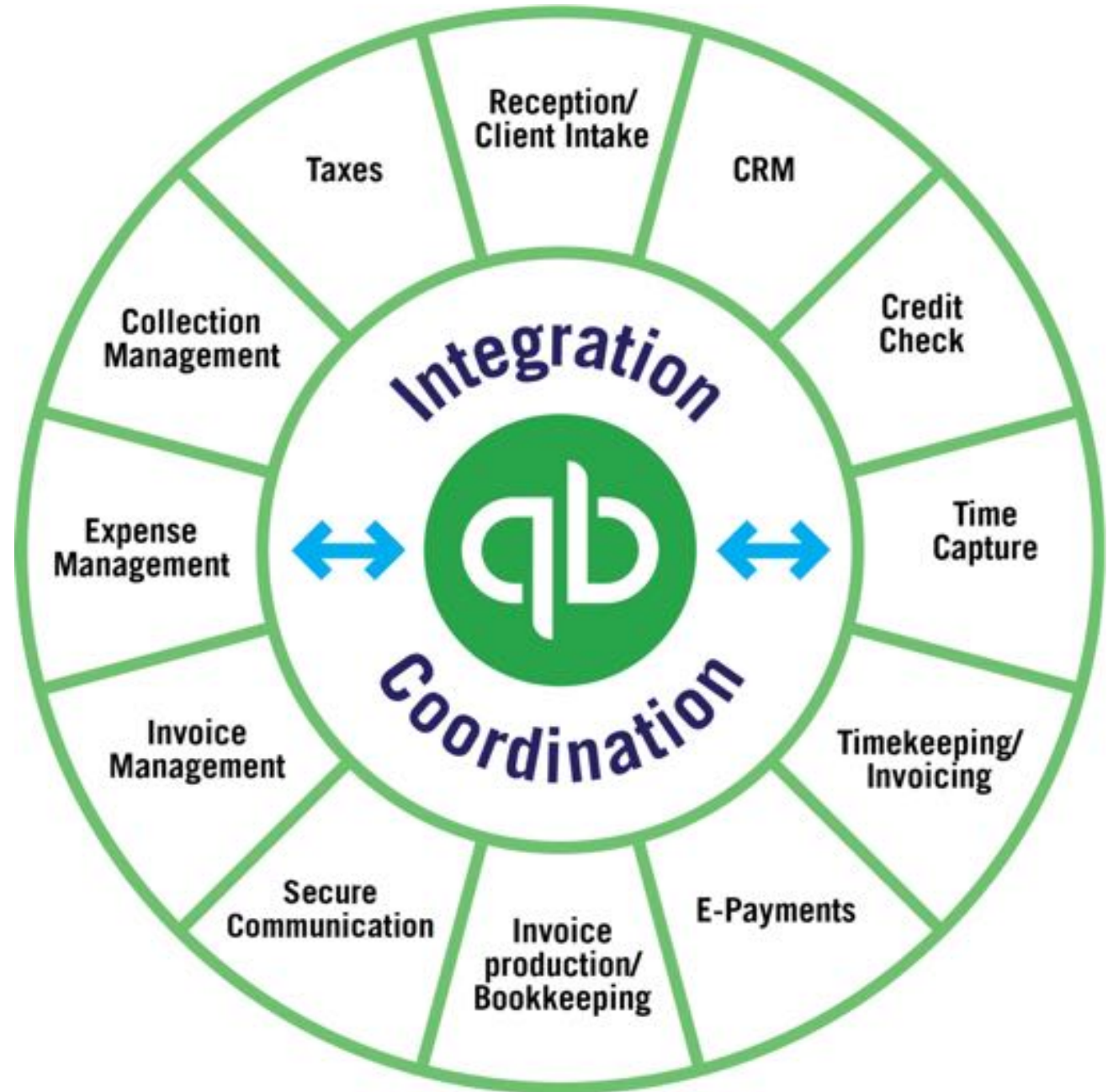


Pause and Reflect

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Law Firm Financial Workflow

The Law Stack



Law firm pain points



- Timekeeping
- Invoicing
- Trust
- Reporting

Pain that law firms have institutionalized



- Timekeeping headaches & lost time
- Slow invoicing
- Slow payments
- Low collection rates
- Manual workflows

What lawyers want to know about their business

“Show me the money!”

“Have I been paid?”

“What bills are sitting out there?”

“Do we have cash?”

“How do we divide the pie?”

**“Am I taking care of
clients’ money properly?”**

What law firms care less about



- P&L
- Balance sheet
- Focus on their practice more than firm
- Except solos?

Details you need to know



- Fixed fees
- Contingency fees
- Hybrid fees



How do lawyers find out about accounting services?



How don't law firms find out about accounting services?

Law firm personas to consider

Solo

Solo Plus

Small (2-4)

Medium (5-30)

Pick the persona that feels most comfortable to you.



Solo

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Solo Plus





Small (2-4)

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Medium (5-30)

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How to talk to law firms about your services



Who decides to hire you and how?



- Managing partner
- Office manager / in-house bookkeeper or accountant
- IT person - validator if there's change in tech



Questions?



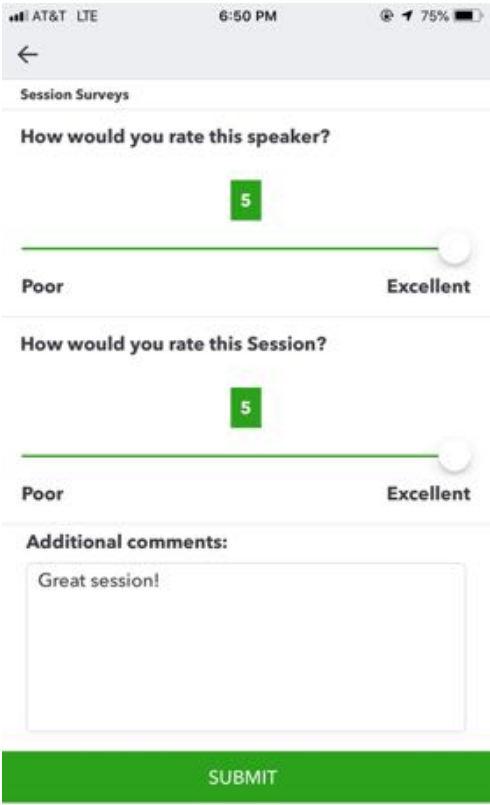
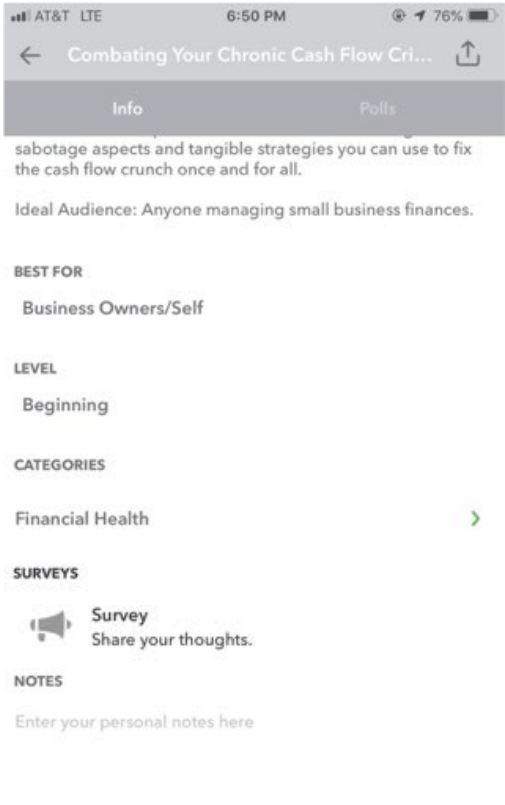
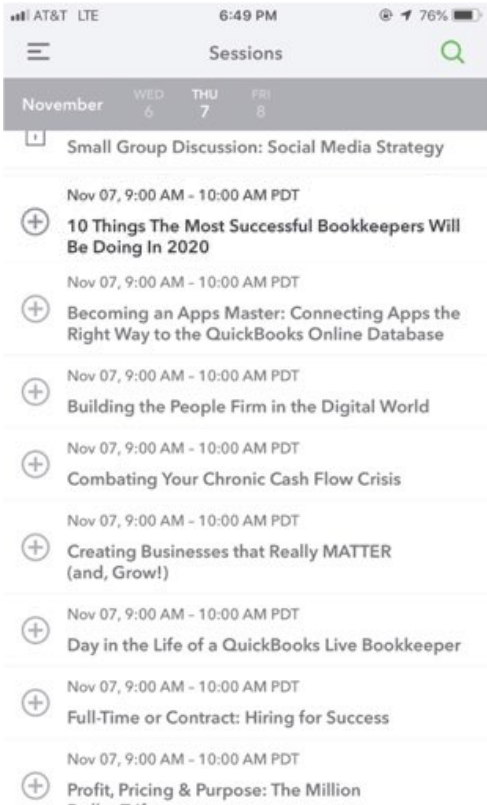
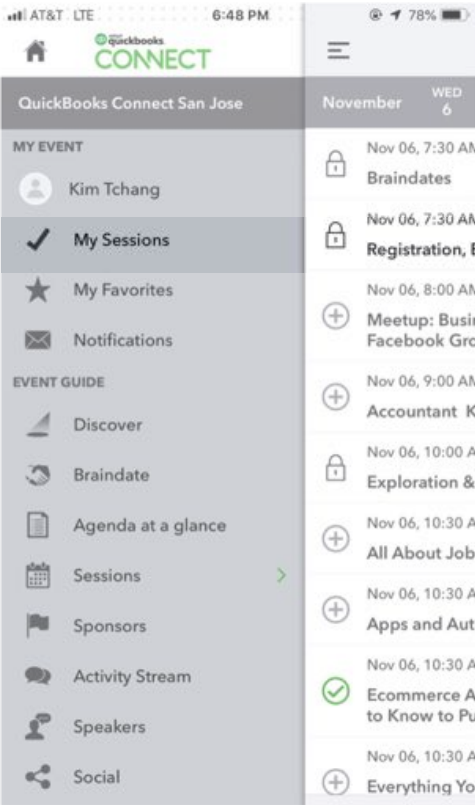
LAWYERS

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Material Download

1. Find the session on the agenda
2. Select + for more information
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<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks Connect agenda page for November 7. The header includes the QuickBooks Connect logo, navigation links (Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, FAQ), and a 'Register now' button. The date 'November 7' is highlighted, with 'November 6: Accountant Day' and 'November 8' also visible. A 'Print Agenda' link is in the top right. Below the header, a paragraph describes the event: 'Get new insights from experts in business growth, organizational culture, financial health, technology and life skills. Book a Braindate with peers and expert consultant for one-on-one learning. Unwind in the evening with our legendary celebration.' A search bar labeled 'Search for sessions' is present. Below it, filter buttons for 'Business Growth', 'Life & Business Skills', 'Organizational Culture', 'Technology Training', 'Advisory', and 'Financial Health' are shown, along with an 'Expand all +' link. The agenda list for November 7 includes: 7:30-7:00 am (empty), 7:30-10:30 am 'Registration, Breakfast & Exploration', 8:00-8:30 am 'Braindates' (with a description and 'Learn more' link), 8:00-8:30 am 'Yoga', and 8:00-8:45 am 'Breakout Sessions'. The breakout sessions listed are: 'Small Business Meetup: Relationship Marketing and the Power of Human Connection', 'Small Group Discussion: Social Media Strategy', 'Small Group Discussion: Showing up - Why What You Wear Matters', and 'Small Group Discussion: Build Your Dream Bookkeeping firm'. Each session has a '+' icon to its right for more information.



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