

# Is Your Law Firm Running You Into the Ground?



How to Take Control, **Step Out of the Grind**,  
and Build a Firm That Works For You.

Business *for* **Lawyers**  
EST 2014

## The First Step: Face What's Not Working

Burying your head in the sand will only make things worse.

If you're feeling stuck, stressed, and unsure how to grow your firm without working more hours — you're not alone. But it's also time to admit: what got you here isn't going to get you where you want to go.

A reliance on outdated habits, unscalable systems, or a "just work harder" mindset has likely held your firm back for years — and will continue to do so unless something changes.

This report isn't theory. It's practical advice based on real law firms we've coached since 2014. If you're willing to make the shift, you can rebuild your firm into one that runs smoothly, grows sustainably, and gives you your life back.

You'll need three things:

**Mindset Shift** — Recognise the need for change, challenge your assumptions, and adopt a business-owner perspective.

**Clear Strategy**— Know where you're going, why it matters, and how to measure progress.

**Bold Action**— Take decisive steps, implement consistently, and make tough decisions when needed.

## Are You Running a Law Firm That’s Running You Into the Ground?

If you're the principal of a small firm, you might be stuck in a loop like this:

- Constantly chasing staff for timesheets
- Drowning in admin
- Too many clients, too little profit
- Exhausted, but scared to slow down
- Wondering where all your time — and money — is going

### Sound familiar?

Let’s look at what this looks like in real firms:

FIRM 1	<p><b>Busy, but Broke</b></p> <p><b>She had a team</b> — but they weren’t billing properly. She was too busy doing her own client work to notice. Training wasn’t happening. Delegation didn’t stick. The firm lacked clear reporting, so months went by with no real insight into performance. The result? Constant cash stress and no money left at the end of the month.</p>
FIRM 2	<p><b>It All Depends on Him</b></p> <p><b>The firm’s reputation was solid</b>— because it all came down to him. Clients loved him, but every file, every question, and every decision came across his desk. There was no bandwidth to grow, no space to plan, and no backup plan if he ever stepped away. He was the business — and it was burning him out.</p>
FIRM 3	<p><b>Weak Pipeline, Weaker Profit</b></p> <p>With the team 30% below their billable targets, cash flow was inconsistent. Lead generation was patchy and relied heavily on word-of-mouth. There was no reliable way to attract the right kind of work — and when slow periods hit, they said yes to anything. That led to over-servicing, undercharging, and constant stress.</p>

## The Real Problem: A Business Model Built on Busyness, Not Strategy

Here's what we see in firms that are stuck:

- ✗ No visibility into time, performance, or billing
- ✗ No systems for onboarding, delegation, or accountability
- ✗ No marketing beyond referrals — which dry up
- ✗ No infrastructure for growth — just survival mode
- ✗ No clarity on cash flow or profitability
- ✗ A business plan collecting dust (if it exists at all)

And when an ill-fitting client comes along? You say yes anyway —because you're scared to say no.

**But here's the good news: it doesn't have to be this way.**

## Our Strategic Coaching Helps You Turn It Around

We've helped firms across Australia and beyond regain control, rebuild confidence, and create sustainable, profitable growth. Here's how:

### Know Your Numbers, Grow Your Profit

We help you ditch the guesswork.

You'll gain real clarity over your firm's revenue, costs, and capacity.

With better data, you'll make smarter decisions, pay yourself properly, and build reliable profit month after month:

### Get Out of the Grind and Lead Your Firm

You can't lead if you're buried in daily tasks.

We'll help you design systems, train your team, and delegate effectively — so you can focus on high-level strategy instead of chasing paperwork.

### Grow a Firm That Doesn't Rely on You for Everything

Stop being the glue holding everything together.

We'll help you build a business with structure, marketing, and systems that keep it running — whether you're in the office or not.

## You Don't Need More Hours — You Need a Better Plan

We've helped firms across Australia and beyond regain control, rebuild confidence, and create sustainable, profitable growth. Here's how:

- ✓ Get visibility into your team's performance
- ✓ Delegate with confidence
- ✓ Deliver consistently great client outcomes
- ✓ Attract better-fit clients and say no to the wrong ones
- ✓ Regain control of your cash flow
- ✓ Step into your role as a business owner — not just a principal

### What's Next?

This report was your wake-up call — and your starting point.

The firms we work with aren't broken. They're smart, committed, and capable — but they're stuck in a model that no longer works.

With the right structure, guidance, and support, you can build a firm that works for you — not the other way around.

Ready for Clarity?

**Book your complimentary 30-minute call with Roy West today.**

### Our Bold Confidence Guarantee:

"We are so confident in our ability to deliver real value and accelerate your firm's growth that we offer this simple promise:

*Work with us for your first month.*

If, by the end of those 30 days, you don't see tangible value or feel we're not the right fit to ignite your progress, simply let us know.

We will walk away, you pay absolutely nothing.

Your success is our priority, and we stand by our commitment to delivering results."