

RJon Robins

November 15, 2019
[FIRST] [LAST]
Street Address 1
Street Address 2
CITY, STATE, ZIP

Re: Personal Invitation

Dear [NAME],

I am bored.

So I'm writing to a select group of highly-successful small law firm owners, to ask you if you'd like to be invited to attend a private meeting I'm hosting.

My firm grosses more than one-million-dollars, per month.

My wife and I enjoy a total owner benefits package of more than two-million-dollars, per year.

I'm only needed "in" my firm about 49 days, per year. That's because I took the time to follow my own advice and set-up systems and built an amazing team with proper incentives to manage those systems.

My team uses my systems to keep six of the seven main parts of my business running without much of my month-to-month involvement, in most months. And my firm has been named by Inc. Magazine as one of the 5,000 fastest-growing privately held companies in the Country, for the past five years in a row.

I am sending you this letter because I think you qualify. And if you do qualify, then I am confident you understand I am not sharing these facts with you to brag. Instead you know I am sharing these facts of my life and business with you so you will know I can relate to what you may be experiencing too on a day-to-day basis.



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It's an amazing feeling when we get our business to work for us. When we can invest time to work "on" the business because we're not getting dragged "into" it anymore, most of the time.

But it can also be a bit boring sometimes too.

Because a big part of what we have to do on a day-to-day basis, is stay out of the way!

It seems like it was not so long ago - and it also seems like it was a lifetime ago - that we DREAMED of having a business that works "for" us, doesn't it?

We dreamed of creating an income and a lifestyle that affords us almost unlimited freedom.

But now that we've achieved it (or we're fast on our way to achieving it) we find we are beginning to get bored, lonely and looking for a group of peers who "get it".

Maybe you've been thinking lately, how great it would be to discover yourself amongst a group of peers with whom you can explore new ideas, feel safe to share your "challenges" and/or even just **be UNDERSTOOD?**

Afterall, where-else are you going to find **a group of REAL peers** who own multi-million-dollar law firms (or even professional service firms); with margins like your business has; labor:cost ratios that come even close to that of a well-run law firm; and which can produce as much revenue with as (relatively) little working capital as your business does?

And where-else can you feel safe to leave your ego at the door and enjoy being in the company of people who really UNDERSTAND how a law firm works, who aren't employed by you, can't be intimidated by you, don't need your approval and who can (and will) challenge **your most dangerous assumptions**, and who will challenge you to step-up and claim a fuller-version of **YOUR full potential?**

Obviously, these are rhetorical questions. Because I've searched for years and there's **nothing-else like this anywhere-else.**

Which is why..

On February 27, 28 and 29th I am hosting an invitation-only meeting, in Miami, Florida, for a group of highly successful single-shareholder law firm owners.

Yes, I know there are thousands of "big law" firm partners out there with firms grossing hundreds of millions (even billions) of dollars per year.

But *their* challenges aren't the same as ours.

You are the **leader** of your band. It is decidedly **YOUR firm**. You are the **captain** of the ship. You are at the top. And you don't need me to tell you that it is **lonely** at the top.

That's what this meeting is all about.

How To Manage A Small Law Firm operates as the outside/fractional/"time-share" CEO for hundreds of solo and small law firm owners. And they're great. Truly, I am blessed to count as our clients & Members, some of the most courageous people you could ever hope to meet.

Don't you remember how scary it was when YOU were just starting out? Unsure of what to do next. Unclear about the path-ahead. Unable to base important decisions about what comes next on your previous experiences. Because most of your previous experiences had nothing to do with what it takes to build and manage a multi-million-dollar law firm.

That's where most of our nearly 400 law firm owners are today in their life and business career. That's where you USED TO BE too, isn't it? I know I was! So, I know you share my respect for the courage it takes for them to step-up and follow in your footsteps.

Plus, if your experience was anything like mine and the experiences of the most successful law firm owners I know, you were surrounded by doubters. Even those who believed in you and truly wanted the best for you...

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Many of them may have truly believed in their hearts that perhaps what was best for you would have been to just go out and find "a good job".

Yes, the life of the entrepreneur is sometimes a lonely and scary one. The life of a *successful* entrepreneur is even more lonely. And the life of the entrepreneur whose business is a highly successful law firm, is perhaps one of the loneliest, most-misunderstood and most unappreciated, of all!

I took this brief detour from my main point in case you happen to know any of our Members. So, you can take it from me when I say they're amazing. They're courageous. I appreciate them more than I can adequately express here. They're ambitious and they're on the same path you're on. But most of them are at least several-steps-behind where you are today, **if your law firm qualifies you for an invitation to this obviously exclusive meeting.**

To qualify for an invitation to this meeting your law firm must gross at least two million dollars in 2019 and:

1. You must be the sole shareholder of the business. Or you and a spouse or significant-other may own and operate the business, together. The point-being, you must be able to make and execute on decisions WITHOUT having to go to a committee. You bear the brunt of any big mistakes. And of course, you also enjoy the lion's share of the benefits when the risks you took pay-off. In other words, The Buck Stops With You!
2. Your firm must operate as a real business and not just an overgrown "practice". In other words, it can't stop functioning when you walk out the door. There are plenty of lawyers who make more money than we do. But not everyone chooses to build a business. This meeting isn't about how much money you earn. It's about the unique way in which you've decided to earn your money; you have broken free from the time-for-money trap in your mind, and in your life.

Like I said, there are plenty of lawyers who make more money than we do. But relatively-few people in this world enjoy the freedom we do. And most of those who dare to dream of it, they even get the dream all wrong too!



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So, to qualify for an invitation to this meeting, you should have things set-up and working for you in such that you could or already do **take-off with "Emergency Access Only"** for *at-least* 30 consecutive days each year. And...

While you're away 6 of the 7 main parts of your business continue to go & continue to grow even without you being there. This means:

- i. Marketing keeps bringing-in prospective new clients, even while you are away.
- ii. Sales keeps converting potential new clients into paying clients, even while you are away.
- iii. Production keeps producing quality work product up to your standards, even while you are away.
- iv. The firm's Staff still gets managed, trained, held-accountable, and even hired & fired while you are away.
- v. The physical plant (especially operating systems) is continually improved-upon even without you being there to crack-the-whip.
- vi. And financials are monitored and managed to ensure there is clear transparency for you as the owner of the business so you know what is happening in your business and so that you can make bold decisions with confidence that you are dealing with facts.

What this meeting is "about" and what is the "decision" I referenced above?

For several years beginning in 2013 I ran a "Million Dollar Solo Lawyers' Club". Looking back at it, I now realize we set the bar too-low.

Back-then, a firm only had to gross one million dollars to qualify. That program attracted plenty of great people. But one or two of the members were quite a bit too impressed with themselves, just because their firm was grossing one-million-dollars.

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I make this point to say, **this meeting will NOT be about puffing our egos.**

Instead, it is about bringing-together clear-headed and ambitious entrepreneurs who recognize that we've barely scratched the surface of what is possible.

It's not for those who want to flatter themselves that they've somehow "arrived".

This meeting is going to have an agenda. Part of my role will be to ensure we keep the agenda and play by the rules.

The agenda will include plenty of time for us to get to know one another. There will be plenty of time to play and have fun experiencing some of the things that our success affords us. But this isn't meant to be a networking meeting. You're not coming here to make "contacts" or to get referrals. If you make a good contact, if you wind up getting a referral, that's great. But that should not be why you are going to ask for an invitation to this meeting.

The agenda will include time for "show & tell" so we can learn from one-another about what's working, what's not working and ask for help to figure things out. Just imagine what even just one single "aha moment" could be worth to someone like you. I once found a super-simple way to generate an extra million dollars of gross revenue and simultaneously solved a problem I was having with a banking relationship based on a conversation I had on the way to the bathroom during a break at a meeting I attended, like this. Because I was speaking to a fellow entrepreneur who had been where I was headed (in business and in life, not the bathroom!)

If you're the sort of person who SHOULD be at this meeting and whose law firm qualifies you to be at this meeting, then I shouldn't have to work very hard **to whet your appetite.**

You already know you're sitting on a gold mine. You already know you have more opportunities than you know what to do with in your business. You already know your biggest challenge is having precious few people you can talk with about what's REALLY going on in your business and in your life, who "gets it".

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Yes, the agenda will include some lesson(s) from me. I'll bring my "A Game" to challenge you with some lessons and exercises that may stretch you a bit (or maybe a lot!)

But mostly, this meeting is about giving YOU a chance to bring YOUR OWN biggest challenges, YOUR OWN best ideas and YOUR OWN most important questions to the table. And get the focused, objective and totally-honest feedback that only an environment like the one I'm going to create, can produce for you.

IMPORTANT: At the end of this three-day meeting we will make a decision, as a group, whether or not to have another meeting; and if so, with what frequency and in what format.

I already have a small waiting list of entrepreneurs whose law firms qualify them for this meeting and who have asked me to bring-back my Million Dollar Solo Lawyers' Club. And we may, as a group or as a portion of this group, decide to do just that. But I am not committed to any particular outcome.

What is the cost?

This meeting is free. I just want to bring-together a great group of highly successful law firm owners, who are like-minded, to exchange ideas, explore possibilities and see whatever comes of it.

My wife and I support the Network for Teaching Entrepreneurship (NFTE). So there will be a \$5,000 "show-up deposit" to hold your seat. Your refund will be waiting for you at the event when you show-up to claim your seat. If you reserve a seat and do not show-up to claim it (absent reasonable "emergency") your entire deposit will be donated to NFTE.

How can I be sure none of my "competitors" will be there, too?

We live in a world of unspeakable abundance. Plus, you are a unique person whose firm undoubtably stands for something that reflects your uniqueness.

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If you're still operating from a mindset where you believe you actually have any competition, this may not be the right group for you.

Of course, if you have a specific concern (for example, some asshole in your space has been going around trash talking your firm) I would invite you to schedule a private and confidential telephone appointment with NAME from my team to talk through your concerns.

I've heard How To Manage A Small Law Firm maintains a strict "No Assholes" policy. Will that apply to this meeting too?

Yes. You can review this policy at...
www.HowToManage.com/NoAssholesPolicy

What's Next?

Please email Christopher Dyson at ChrisDyson@HowToManage.com to begin a conversation. Chris has worked with me since 2008 and I trust and value his judgment. He is taking "point" on pulling this meeting together for me.

Or visit www.HowToManageASmallLawFirm.com/Invitation to schedule a telephone appointment with Chris to talk more about what's in store for you at this meeting (why you should want to be there); And also what you can bring to the group (why everyone-else should want you to be there).

Yes, I know this is a rather unusual approach.

If you're in the place of your life and career that I expect you probably are, then no doubt you appreciate the precautions I am taking to protect the integrity of this group.

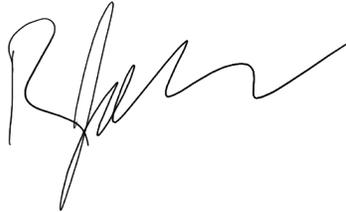
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That's it. If you're the sort of person who should probably attend this meeting with us, then you already know it. If you don't then you might not be, and that's ok.

I look forward to meeting with you in February.

Best,

A handwritten signature in black ink, appearing to read 'RJon Robins', with a stylized, cursive flourish extending to the right.

RJon Robins
Founder & CEO
How To Manage A Small Law Firm

p.s. I shared this letter with a few lawyers whose opinion I respect, and they asked me to add this additional note entitled Why I Should Be There. So here's my answer, you should only request an invitation to this meeting if you see the value in being around other owners of multi-million-dollar law firms where everyone leaves their ego at the door and arrives with a genuine interest in living a life with unapologetic-pursuit of our full-potential.

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