

# June 2014 Strategy Call



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## Techniques Used by Other Attorney-Clients That Will Maximize Your Profit With 720

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### Objective:

Give you techniques used by other attorneys that will maximize your profit with 720.

### What You'll Need:

- 1) Seven minutes to listen to the recording of this call. [Click here to download.](#)
- 2) A pen and paper to score yourself on the questions below.

### Key Points:

- 1) I am continuously talking to the 100+ attorney-clients in our program and brainstorming with them what is working and what is not working for them.
- 2) Making money with 720 is not hard especially when you use the PROVEN techniques that we have been taught by talking to all of our attorney-clients.
- 3) I started using a scorecard while talking to them and I asked them to rank themselves from 1-10 on the questions listed below.
- 4) Please answer the 10 questions below, email me the score that you get and let's set up a series of training calls.

### Other downloads mentioned on this call:

- 1) [Click here](#) to download the February 2014 Strategy Call: "Future Based Theme." (Mentioned in question #3)
- 2) [Click here](#) to download the March 2014 Strategy Call: "Automated Lead Follow-Up System." (Mentioned in question #4)
- 3) [Click here](#) to download the December 2013 Strategy Call: "720 Talking Points." (Mentioned in question #5)
- 4) [Click here](#) to download the May 2014 Strategy Call: "Adding \$500 Case Value to Your Chapter 13's with 720." (Mentioned in question #10)

## Questions

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For all questions below, please rate yourself on a scale from 1-10, 10 being high.

1) Have you included 720 into all of your marketing?

1      2      3      4      5      6      7      8      9      10

2) How well does your front office staff incorporate the "Future Based Theme" into their initial call?

1      2      3      4      5      6      7      8      9      10

3) How well have you incorporated the "Future Based Theme" into your intake meeting? (Explained further in the February Strategy Call, which is available to download on page 1)

1      2      3      4      5      6      7      8      9      10

4) How well are you incorporating 720 into your Lead Follow-Up system? (Explained further in the March Strategy Call, which is available to download on page 1)

1      2      3      4      5      6      7      8      9      10

5) How thorough have you been in bringing up 720 to your past clients (Those who have already received their discharge or confirmaiton)?

1      2      3      4      5      6      7      8      9      10

6) How well can you talk about the impact of a low credit score? Can you clearly explain how much extra a low credit score will cost your client? (Explained further in the December Strategy Call, which is available to download on page 1)

1      2      3      4      5      6      7      8      9      10

7) How well have you incorporated 720 into your website?

1      2      3      4      5      6      7      8      9      10

8) How excited are your team members about 720 and what it can do for your clients?

1      2      3      4      5      6      7      8      9      10

9) How well do you explain the difference between what your firm offers and what your competitor's offer, with leaning heavily into 720?

1      2      3      4      5      6      7      8      9      10

10) Do you understand the difference of using 720 in a Chapter 7 vs. Chapter 13? (Explained further in the May Strategy Call, which is available to download on page 1)

1      2      3      4      5      6      7      8      9      10

## Conclusion

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Now, add up the numbers and find your percentage below:

**Over 90 = 90%**

**Over 80 = 80%**

**Over 70 = 70%**

**Over 60 = 60%**

**Over 50 = 50%**

Most attorneys in our program rank themselves at 50% or lower. However, this is perfectly okay because it is progress, not perfection.

The next step that I would like for you to do is to email me the number that you ended up with, and let's set up a series of short training calls. These calls will last around 10-15 minutes long and they will be separated by 2-3 weeks.

The main thing is to avoid you feeling overwhelmed. So, instead of you going through all of these strategy calls on your own, let's set up some calls, I will guide you on all of the next steps, and we will have calls every 2-3 weeks until you are 100% confident moving forward.

Remember, the attorneys who are having the greatest success with 720 are those I am connecting with weekly.

I hope you email me... let's get through this together!