

February 2016 Strategy Call



1

Increasing Firm's Profitability

Objective

Show how implementing four simple steps can help your firm increase your client profitability.

Steps to Profitability

Step 1: Listen to this February 2016 Strategy Call. [Click here to download.](#)

Step 2: How well do you understand the 720 Credit Score Program? (Page 2)

Step 3: Have you created a "Future-Based Theme" for your office? (Page 3)

Step 4: Have you incorporated the "Future-Based Theme" into your intake meeting? (Page 5)

Understanding Our Program

1) The easiest way to understand our program is to listen to the December 2013 Strategy Call on "720 Talking Points." [Click here to download.](#)

2) Memorizing these talking points will help create value for your clients:

a. 46% of credit cards negatively affect your credit score. If your clients don't rebuild their credit with the right credit cards, their credit will never improve.

b. 40 million Americans have an error on their credit report and 25% of those errors are bad enough to disqualify them for credit today.

c. 61% of new employers are running a credit report before hiring new employees.

d. If you have a 659 credit score and bought a car today, you will pay an extra 7.44% in interest because you don't have a 720 credit score. Example: For a \$15,000 car, you will pay an extra \$93 per month.

If you have a credit score below 550, you could pay as much as 25% more. For example: On a \$15,000 car, you can pay an extra \$200 per month.

e. A bankruptcy will be on your client's credit report for 10 years, but you can have a 720 credit score 12-24 months after bankruptcy. That is 8-9 years prior to having that bankruptcy fall off your credit report.

f. 720CreditScore.com sells this same exact credit program for \$1,000 (www.720creditscore.com/7-steps-to-a-720-credit-score/). It consists of 13, 10-minute video credit lessons. Each lesson has about 10-minutes of homework. Although students are encouraged to complete the homework assignments after listening to the lesson, they may complete homework assignments during free time. Also, there are live Question & Answer sessions every other week. If students need help, their questions are answered during those calls.

g. Great list of testimonials. Feel free to use any and all in your marketing: www.720creditscore.com/success-stories.

Best Way Other Attorneys Are Becoming Familiar With Our Program

1) As an office, watch one lesson per week. This encourages group discussion and allows employees the opportunity to implement what they've learned.

2) Create a "720+ Credit Score" game within your office. Give the employee with the greatest increase and/or best client success story a \$100 gift certificate. You won't believe the stories your staff shares.

The reason why this is important is because when your employees are comfortable sharing their credit problems with your clients, your clients will feel comfortable.

3) Listen to the December 2013 Strategy call on the "720 Talking Points." [Click here to download.](#)

Creating a “Future-Based Theme”

“Your Future Is Much Bigger Than Your Past”

- Dan Sullivan

Do you think someone buried in debt and struggling to survive really cares how you are going to solve their problem?

Our most successful attorneys have developed a “future-based theme” in their office and their conversations are more about the clients future than their past.

This “future-based” language needs to be incorporated in these places listed below:

- Initial call-in to your office
- On your website
- All email communication
- In your lobby
- Within your intake meeting
- Follow up messaging

For example:

What does their financial future look like after bankruptcy? How can you help them solve their current financial issues so they can get their life back to normal? How can you help them rebuild their credit so that they don't have to overpay on all their future loans over the next 10 years? How will their life in 1, 2, 3+ years look differently because they chose you to handle their bankruptcy, as opposed to another attorney?

The front office staff handling these inbound calls should engage the clients deeper than “would you like to set up an appointment?” A sample conversation may be: “Many people calling our office have made financial mistakes in the past. Our goal is to help them correct past mistakes. But more importantly, our focus is to help you rebuild financially and eliminate your current stress, pressure, and financial worries.”

Your website needs to have a page specifically devoted to: Financial Rehabilitation, Financial Recovery, and Financial Life after Bankruptcy.

You need to have things in your lobby referring to Financial Rehabilitation, Financial Recovery, and Financial Life after Bankruptcy.

Think about your clients and how in their current life, negativity engulfs them. You are giving them hope and a new financial beginning. You are telling them their future is better than their past. Nobody is telling them that, which is why many will choose you over your competition.

Three Most Used Ways To Create a “Future-Based Theme”

- 1) Incorporate 720 on your website for consistency.
- 2) If you have a blog, start demonstrating how their lives will change after bankruptcy. We have pre-written blog posts for you. If you'd like these, please let us know.
- 3) Many of our attorneys have framed our “Rebuild Your Credit Score” flyer and “720 Credit Score Posters” in their lobby. If you do this, it will bring attention to your focus on the future, and those clients that find this important, will bring it up to you. Plus, when they see that it won't cost them \$1,000, it will bind them to you. [Download the flyer here.](#)
- 4) Make sure your receptionist has a “Future-Based Theme” approach when speaking with your clients. If you would like him or her to go through our receptionist training, please let us know.

Refining Your Intake Meeting for Increased Enrollments and Fees

When you apply the 720 Credit Score program and the Future-Based Office Theme, you will see an increase in the appointments that are set with your office, your show up rate, and your retain rate.

Now... let's focus on your Intake meeting. My recommendation is that you test this for a week, with multiple clients. Here is an example of what you might say to your clients:

"Yes, I can handle the debt, the garnishment, the lawsuit, and the foreclosure. Frankly, any bankruptcy attorney can do that.

However, that is **not** why my clients choose me to handle their bankruptcy.

I realize your situation is painful right now. Before you leave this office, we will take steps to stop the pain.

Unfortunately, to help develop the best financial solution for you, I've got to know your past and current financial situation. I know it may be painful but your pain will soon end.

Afterwards, we'll go through all legal paperwork and credit reports to help you rebuild financially. My goal is to create a new financial beginning for you and your family.

Remember when you had great hopes and dreams for the future? This is an opportunity to hope and dream again because you'll have a new financial beginning.

I have some questions for you...

Do you see yourself needing another car in the next one, two, or three years?

What about your home? Are you interested in buying a new home or renovating your current home in the next five years?

Are you planning on changing jobs in the next five years?

<Be sure to take notes of what they say yes to>

Okay, so you answered yes to **<insert questions and fill in the answer below>**... you are like many of my clients.

Since you want to get another car, here's something you may not know.

If you purchase a car today and you had a 720 credit score, you will pay the lowest interest rate in the industry.

If your credit score was just 61 points lower, or 659, you would be forced to pay an extra 7.44% in interest. This 7.44% will mean about \$100 extra per month on a \$15,000 car loan.

Now, if you are sitting in front of me, your credit score is probably between 500-550, which means you will have to pay an extra 20% on your car loan, and on the same \$15,000 car, you will pay an extra \$250 per month.

Continued on next page...

Refining Your Intake Meeting for Increased Enrollments and Fees, continued...

Regarding your home, if your credit score is rebuilt correctly after the bankruptcy, you could get a new FHA home loan in as little as one year after the discharge. Did you know this? **<Wait for answer>**... The key is, you need to rebuild your credit score, which is not that difficult.

Lastly, regarding your job. Unfortunately, 61% of employers are running a credit report before hiring new employees. 61%. So if, you see the potential of moving jobs, we are going to need to rebuild your credit score as well.

As you can tell, the connection between all three is a high credit score.

Rebuilding your credit score after bankruptcy is very simple, if you know what to do.

After seeing this with many of my clients, I decided to search out the best credit improvement program I could find, and finally, I found it. It's produced by 720CreditScore.com.

The only thing I didn't like about it was the cost... it was \$1,000. I knew that most of my clients could not afford that, so I approached 720CreditScore.com and offered to buy access to their program in bulk, so I could get the price down.

Now, every month, I buy a bulk number of enrollments into this program and I can give it to my clients as part of their bankruptcy.

720CreditScore.com charges \$1,000... I give it to you for free.

Frankly, this is why some clients hire me, as I give you a path to a great life after bankruptcy."

END OF SCRIPT

How do you think future bankruptcy clients will feel when you give them hope for a better future?

They will feel great!

We have attorneys in Seattle, San Francisco, Los Angeles, Phoenix, Florida, New York, Wisconsin, Oklahoma, and Ohio. They are in big and small markets across the country. 59% are able to charge more for their services because of a message similar to this.

Is it a silver bullet? No.

Does it work every time? No

Does it work 60-75% of the time? Yes!

Email us to schedule a time to train the person on your team who handles the intake meeting.