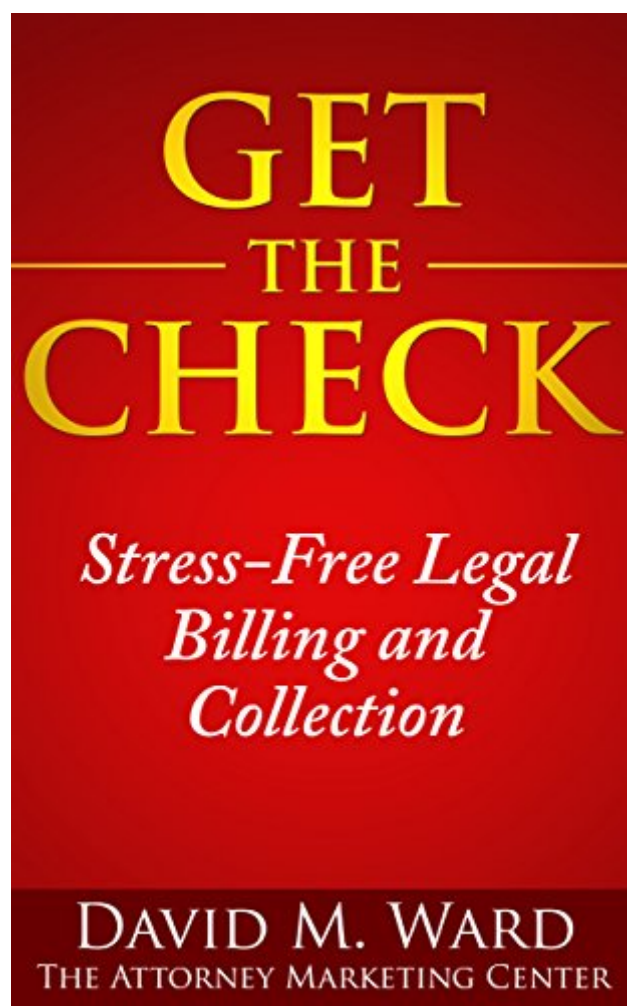




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Get The Check: The Attorney Marketing Center's Guide To Stress-Free Legal Billing And Collection



Synopsis

GET THE CHECK: STRESS-FREE LEGAL BILLING AND COLLECTION In my law practice, billing and collection were two of my least favorite activities. Loved the money, not so crazy about asking for it, especially when a client was late. If you've ever had a client owe you money, you know what I mean. Billing and collection aren't just about cash flow, however. They are also some of your most valuable marketing tools. Marketing tools? Sure. Think about it. Billing issues are one of the top reasons cited by clients who report being dissatisfied with their attorney. When you get billing right, your clients trust you, hire you again and again, and refer others. When you get it wrong, your clients may pay your bill, but look elsewhere the next time they need an attorney. If you want to get it right, you need to get paid and keep your clients happy. You need, *Get the Check: Stress-Free Legal Billing and Collection*. In this book, you'll learn how to

- ** Improve your cash flow by getting clients to pay on time and in full
- ** Drastically reduce billing disputes, late payments, and unpaid accounts
- ** Write invoices that make clients glad they chose YOU as their attorney
- ** Get clients to pay your bill BEFORE the due date
- ** Collect past due invoices without being pushy
- ** Set up a standard method of operation so you always know what to do when a client is late
- ** Keep clients happy. . . so they pay on time, hire you again, and send referrals

When you apply these strategies, billing and collection will be a simple and stress-free process for you, your staff, and your clients. *Get the Check* is divided into three parts: Part One are best practices for billing. You'll learn some of my favorite tips and tricks for getting paid on time and reducing questions or complaints. You'll learn when to send your invoice, what to include (and what to avoid), and what to do this month to get clients to pay you next month. Part Two shows you how to collect past due invoices without alienating the client. You'll learn what to do when they are late, with sample language you can use in a letter, email, or on the phone. Part Three shows you how to roll out your new billing and collection practices with both new and existing clients. If your practice is 100% contingency fees, congratulations. You don't need this. But if you bill clients for anything, this book will make your life a whole lot easier.

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