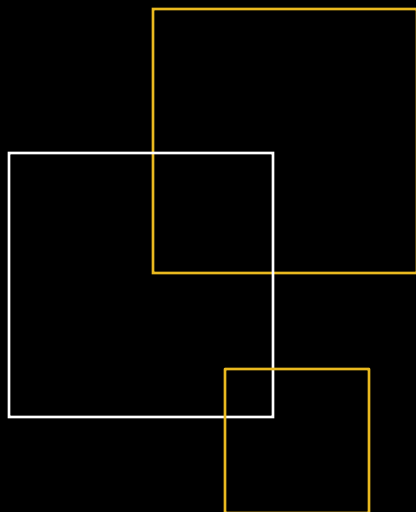
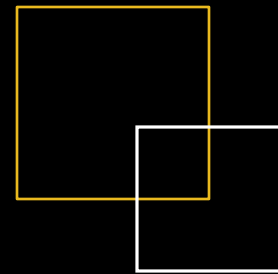


How to Secure Million-Dollar Cases for Your Law Firm



by Darryl Isaacs

<https://braintrustlegalgroup.com>



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Do you want to build the law firm of your dreams? Interested in securing million-dollar cases?

Are you working to build the law firm of your dreams? Are you interested in securing more million-dollar cases?

No matter what type of attorney you are, no matter what your dream may be for your practice, having a successful firm begins with making a clear decision and a clear plan. The relentless pursuit of your dream firm will bring it to life.



The growth of your practice requires focus and attention. You may already have that focus and attention on your cases, but you have to step back and provide that same focus and attention on the business itself and the way you market it.

In truth, the only thing more difficult than successfully running a law firm is successfully growing one. The challenges are real, and there are many of them: lawyers struggle to acquire new clients, many lawyers are threatened or exhausted by the presence of other competing firms, and most commonly, lawyers feel they have no time to devote to the business aspects of the firm after long days focusing on clients, motions, paperwork, and all the other responsibilities of a busy attorney.

Big cases can help to solve many of these problems, because your firm resources are then devoted to cases that bring bigger returns. They allow for the extra income to expand your team, afford to make your marketing competitive with others, and to bring in new clients looking for the successful attorney who got amazing results for their former clients.

So let's not waste any time, let's get to these 8 big ideas for securing million-dollar cases to help you grow your law firm quickly.

1.) Getting Referrals

Without a doubt, this is the number one way to get million-dollar cases. However, when I say referrals, I might not be talking about the same kind of referrals that you're thinking about. I'm talking about referrals from non-attorneys as well as attorneys.



Basically, the goal is to establish Top of Mind Awareness (TOMA) with as large an audience as possible. When you're talking to clients or potential clients, or even having conversations with anyone you meet in the standard events of your day, be sure to be kind and helpful, and then ask them to refer people to you if they need an attorney. The goal is to continually remind the people you encounter to think of you as synonymous with legal needs. It takes a bit of training, but when it works, it is the cheapest and most plentiful way of bringing in new cases.

Be sure to send email and direct mail to your database. That should include all of the contacts you've collected over the years in your firm, from potential clients who didn't have a case to former clients to current clients.

Even local businesses and vendors you work with. If you stay on their radar, some of them will send referrals your way.

This is why it's important that, when someone calls your office, you get their name, email address, and cell phone number. Even if you can't take their case right then, the

information you get from them allows you to continue to contact them with updates, helpful information, and other valuable things. That will grow your contact list, which is the goal. I have a database of about 150,000 people that I use for this purpose.

A few years back, we were looking for other ways to utilize our contacts and build an even stronger referral network. That's when we came up with the idea of doing an invite-only dinner. This is something that anyone can do, you don't have to be an advertising TV attorney to do this. Whether you invite a hundred people or a thousand, plan on about one-third of the invited people showing up. If you send out 100 invitations, expect about 30-35 of them to show. We created a nice, formal invitation, chose a local restaurant, and we invited them all for dinner. It was a great event.

The people we invited fell into one of two categories: people who had given us 5-star reviews on Google, and people who had referred us cases previously. Don't forget, though, these are clients who ALREADY did this; you can't pay a client for a review or a referral. But you can thank them for the one they already left.





When they came to the dinner, I stood up and spoke briefly, thanking all of them individually and noting something about them personally. I gave them each a small award of appreciation, and then we took photos and had dinner together. It was a phenomenal success.

Everyone loves to be recognized. That's why you can give out gifts all day long. The power of an event like that is, you have created instant ambassadors for you and your firm now. There was a person who came to that dinner, and they sent us seven referrals over the next three months. They didn't cost us anything. One of those referrals was a million-dollar case.

When it comes to getting referrals from other attorneys, there are three strategies you can take to boost the number and consistency of referrals to your practice:

- **Cultivate a Referral-Centric Culture** - You can transform your practice by embracing referral culture at its core: enthusiastically communicate your appreciation for referrals to new clients; incorporate powerful referral messages in your signature beds, replies, stationery, etc.; and engage in meaningful conversations with fellow attorneys about potential referrals. By placing this essential component at the forefront of your practice, you'll create a multitude of opportunities for accelerated referral growth.
- **Forge Valuable Referral Relationships with Local Attorneys** - Take your networking game to the next level by connecting with local attorneys to form powerful referral relationships. Harness the power of swift, simple, efficient emails to break the ice with potential partners. Gather email addresses from their websites and reach out to 5-10 attorneys weekly. Impress them with personalized touches, such as compliments on a specific aspect of their website. Persistence is the key: follow up diligently every few weeks and watch your referral network come to life.
- **Create a Comprehensive Referral Program** - Design a systematic approach that can be presented to fellow lawyers, motivating them to send clients to your practice. Incorporate crucial elements such as notifying the referring attorney when the case is accepted, providing updates, managing ethical concerns, and executing payment arrangements (if permitted in your jurisdiction). By offering a well-structured framework, you instill confidence in the referring attorney regarding your process.



This tailor-made program not only elevates your office's referral strategy, but it also serves as an exceptional marketing tool.

When you discover the power of referrals, you'll start to see them as one of the "golden tickets" to a thriving business. Referred clients arrive at your firm, already pre-sold and eager to experience the incredible service they've heard about from a trusted source. Stop suffering through lengthy sales pitches and embrace the effortless signing clients who have clear and positive expectations of you.

Not only do these clients bring enthusiasm from a positive experience with the referring lawyer, they also bring lower resistance to the cost or percentage. They've already been sold on your skill and experience, so they recognize the value in it.



2.) Giving Gifts

Give out gifts (including blankets) with your law firm logo on them. This is an idea that I know works, and I know it because it's the swag item that disappears the most frequently in my office from employees taking them home. I'm not mad about that, because I look at it as a kind of test market. In addition to blankets, we also have cups, shirts, pens, and many other things.

The blanket we get costs \$27. I was willing to pay a higher cost for a higher quality. I didn't want to send out a gift that gets worn or doesn't represent the firm well. If we have a case where a client is coming home from the hospital because they had surgery, this is a perfect gift.

"Giftology" is a great book, but there's one piece of advice they give that I don't agree with in this case: they tell you not to put your name or logo on gifts. The blanket has to be the exception, at least for me, because we have had situations where we've given someone a blanket, and that person was photographed using the blanket and the photo ended up on social media. So there they are on Facebook, with our logo front and center on that blanket. That's great PR!

I consider it part of my job to make people feel special, so they trust me when I'm representing them. That's why I give them something that shows I care. You don't have to buy thousands of these gifts, you can start with 100-200. I do more than that because it's so effective for us. I can't tell you how many million-dollar cases I've gotten where they've called because they saw our blanket.



I don't even ask people to post photos about them on social media, but they do it themselves anyway. It's a great feeling to see something you gave someone mean enough to them that they want to share it with the world.

The Power of Gratitude

The right gift at the right time can unlock the power of gratitude. It's a great and unique way to showcase your practice while also cultivating trustworthiness. Even simple touches of luxury, like high-quality custom pens, can elevate your brand in the minds of clients and business partners alike.

Many lawyers' instincts are to shy away from things like gifts because they're looking at the profit margin and the bottom line. Be careful not to become so focused on it that you miss opportunities for new clients and growth. Invest in goodwill by fostering an environment built on trust and long-lasting connections. The returns will be significant as your brand recognition flourishes, opening the door for wider success.

Think about it this way: the power of brand recognition that you get through promotional gifts creates meaningful connections and trust with potential clients. By doing that, you are constantly expanding your pool of clients and referrals.

If you're looking for creative inspiration, talk to your team and explore ideas with each other. If your team is going to be involved in the acquiring and sending out of these gifts, they should be involved in the decisions about what they should be and how they should look. It's a great way to get buy-in from your team to make it a success.

Also, if it's possible, personalizing your presents to match the recipients' interests is powerful. Instead of creating a single item you share with many people, you create individual items that resonate with the person, it shows a deeper effort and greater level of understanding.

3.) Large Settlement and Verdict Billboards

We had a client, a wonderful woman named Joy Short who is an incredible and courageous woman. The tragedy of working with her is that she came to us because her husband was killed by a truck driver.





The circumstances were horrible, but we were at least able to help her and her family by getting a \$10 million verdict.

We will sometimes ask clients to do online reviews and short video testimonials for us, and we decided to ask her if she would be willing to do that for us. Joy said, "I'll do better than that," and she agreed to have a camera crew go out to her house and shoot for over two days to create testimonial footage. We got some amazing footage and had some powerful conversations.

During the entire trial, the defense attorney was disagreeable and had no respect for anyone, both my team and the client as well. Because of his behavior and her loss, I decided to create as many billboards as I could to share the verdict. I wanted the whole world to know what they did to Joy and her family. As a result of that, the billboards also let everyone know that the defense attorney lost to us.

As soon as the billboards premiered, the whole state knew about it. That meant that we were sending a message to every other defense attorney out there: if you lose to us, that verdict is going to end up on a lot of billboards. It worked better than we could have imagined. For the next six trials, every one of them rolled over and we got results in the millions because they did not want us to win and then publicize that win.

You can also list all your settlements on your website. Visitors to your site will be able to see that the defense attorney lost to you. At the end of the day, the insurance companies, and sometimes the defense attorneys, are not on the right side of history. They didn't do the right thing, and sometimes it's good to send a message to remind them. When we started using those billboards, the settlement amounts rose.

So, the mission here is simple: whenever you get a good result in a case, you want people everywhere to know that the defense attorney and the insurance company lost. The more information you can share, and the more places and opportunities you can share it, the better your results get. Not to mention that billboards about successful verdicts are also great social proof to get you more clients as well.





The Untapped Potential of Billboards

Billboards for legal practices are a surprisingly untapped potential resource across the country. They are a savvy, cost-effective branding strategy, especially for personal injury lawyers. It becomes even stronger when it is combined with the effective use of TV, radio, and online marketing to create a truly memorable and successful campaign.

It seems like lawyer billboards have been around forever, but the truth is that it only became a reality in 1977. That was when the groundbreaking case *Bates v. State Bar of Arizona* transformed the landscape of legal advertising, and attorneys could finally exercise their First Amendment right and harness the power of billboards to grow and establish their brands.



You can watch your firm grow through the power of billboards if you can master the art of optimal utilization. If you concentrate on the timing, location, and message of your billboard marketing, you will see growth, unlike anything you might expect.

A final note about how to fully power up your firm with billboards: combine the power of your brand on billboards with an easily memorably 800 number. A great billboard does you no good if the number or website is too hard to recall. Remember, a driver has a few seconds to see and remember something when they're driving, so help them out by providing them with something memorable.

4.) Using Facebook Ads

The great thing about running ads on social media, in particular on Facebook, is that the social media platforms have ways of letting you test several ads at once to see what message or content works best for the kinds of clients you're looking for.

Even though anyone can get in an accident, you can't target everyone with an ad. If you're appealing to everyone, then you're really appealing to no one in particular. The goal should be to find the ideal types of clients by focusing on the things that they all have in common and working that into your marketing material. Who are your ideal clients? Where do they live? Where do they work? What TV shows do they watch?



Once you have created a batch of ads that focus on these types of clients, you can run a test for a week, spending just a small fraction of a normal budget on each of them. You can do a “dollar a day” campaign by spending one dollar each on ten ads. After the week is over, you can look at the results: number of leads, engagement metrics, likes, and comments, and length of time people watched the videos. You’ll be able to see which ones are the more successful ones. There will likely be one or two standouts. Once you have that information, you can shut off all the other ads that didn’t perform as well and then start spending a larger budget on the ones that tested well with very little budget. Those will be successful ads for you.

These ads can come from a few categories. They can be short, helpful videos that provide value to potential clients, and they can also be testimonials from previous clients who had a great experience and got a great result from working with you. Testimonials are particularly effective because they come from people outside your firm and create social proof that is more trustworthy to your average potential client.

If you don’t have testimonials, then you should start planning how to get them. You should also think about what has been stopping you from getting them up until now: does it make you uncomfortable to ask? Are you worried you won’t get any? By confronting your unspoken fears about asking for testimonials, you can conquer those fears and start building a library of great testimonials to turn into powerful ads on social media.

Unleash the Power of Facebook for Law Firm Dominance

In the fiercely competitive arena of law firm marketing, standing out from the crowd is an absolute necessity if you want to attract ideal potential clients. Facebook ads can provide compelling, tailored content that will allow you to do just that. With effective targeting and high-intent content, you can get ads in front of people who may not be actively looking for your services but will be drawn to reach out to you.

Another advantage of Facebook marketing is the ability to reach strategic and focused audiences without blowing your entire marketing budget. Imagine spending a few dollars per lead on a highly targeted and effective campaign on Facebook instead of the hundreds of dollars it can cost to get those leads through other marketing efforts.

There are other great ways to raise your law firm's profile and get in front of more potential clients than just Facebook ads, too. Live-streaming on Facebook has become increasingly popular, with a huge number of viewers preferring to watch live videos over reading traditional posts or watching pre-recorded content. That makes it an unparalleled tool for engagement and communication in real-time.



The Importance of Marketing your law firm

In the fiercely competitive legal landscape, you can't afford to be ignored. You want your law firm to stand out, establish a killer reputation, and attract those high-value clients. How do you do it? By strategically unleashing targeted marketing strategies.

Marketing isn't just about selling products. It's about selling yourself. Whether you're trying to land a job, find a partner, or even establish personal

connections, you got to market yourself. You need to tell the world who you are, what you want, and what you bring to the table. And it all starts with branding.



Branding goes way beyond your fancy logo and visuals. It's about how people perceive you, the reputation you build, and the recognition you earn from clients and industry professionals. So, let me break it down for you. Here's why branding is your ticket to scoring those million-dollar cases:

1. **Trust and Credibility:** High-value clients want to know they can trust you with their complex legal matters. A strong brand identity instills confidence in your law firm and makes you the go-to choice for the big-league cases.
2. **Specialized Expertise:** When clients are shelling out millions, they expect specialized knowledge and expertise. A solid brand identity lets you position yourself as the authority in specific areas of law.
3. **Stand Out from the Pack:** A strong brand sets you apart from your competitors. It showcases your unique value, strengths, and areas of focus. When your brand rocks, potential clients will choose you over the rest for their high-value needs.
4. **Priceless Reputation:** If your law firm already has a reputation for top-notch work, building a reputable brand won't be a Herculean task. But remember, you got to leverage killer marketing strategies to make it happen. High-value clients associate higher price points with quality and expertise, and that's what your brand should be known for if you want to bag those million-dollar cases.

Now, let's get into the nitty-gritty of marketing your law firm, Hammer-style. We're talking branding, phone numbers, and websites. Are you ready? Let's go!

Step 1: Get a Memorable Phone Number

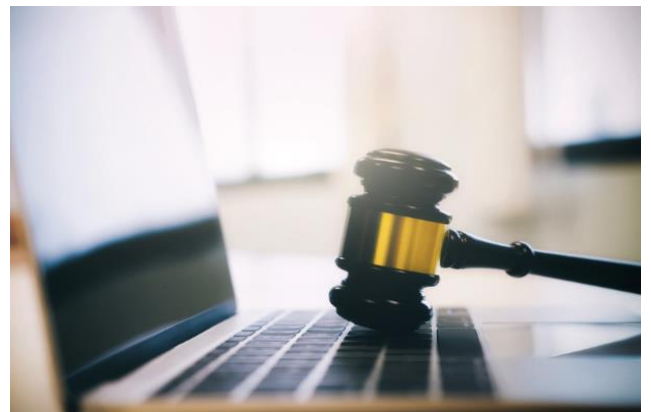
Your phone number is your lifeline to potential clients. It can make or break your brand's communication strategy. A phone number's got 10 digits, right? But if you cram more than three or four different digits in there, people aren't going to remember it. Trust me on this. My number? It's 800-333-9999.

Four unique digits that stick in people's minds like glue. An easy-to-remember phone number is your secret weapon to bagging those million-dollar cases. It sets you apart from the competition and screams professionalism. When your law firm has a memorable number, you become a brand that's unique and instantly recognizable. Boom!



Step 2: Nail Your Website Domain

Most attorneys use their last name on their website, and there's nothing wrong with that. I did the same back in the day. But here's the deal. If your last name can be easily misspelled, you're better off choosing an easy-peasy domain. Take my example. "Isaacs&Isaacs" sounds cool, but it's a mouthful. You can't put an ampersand in a domain, and it's got five A's! Crazy, right? I even thought about adding "the hammer" to it, but not everyone can spell "hammer." Some folks get confused about the number of M's. So, I went with "wewin.com." Simple, quick, and easy to remember.



Here's another pro tip: Buy the misspelled versions of your domain. People make typos, and you want to be found on Google, don't you?



So, snatch up those variations and make sure you're discoverable. The goal is to make it a cakewalk for people to find you. And picking the right website domain plays a crucial role. When you head over to GoDaddy.com or any other domain provider, don't hesitate. Find one you like, and grab it right then and there.

You see, within 24 hours, algorithms start scouring the web. There are folks out there buying up domains like crazy because they know you're searching. And when you finally make up your mind and want that domain, guess what? You'll be shelling out thousands of dollars to get it. So, don't wait. Snag that domain before it slips away.

An easy-to-spell website domain is a magnet for high-value clients, and here's why:

1. **Busy Clients, Easy Domain:** These individuals prioritize efficiency and seek uncomplicated, easily spelled domains. Their preference lies in straightforwardness and simplicity. Moreover, when they require your services in the future or wish to make a referral, they can effortlessly locate and revisit your website.
2. **Reputation Booster:** A clean, easy-to-spell domain enhances your law firm's reputation. It builds trust and professionalism, making potential clients more likely to choose you. You want that credibility, don't you?
3. **Shareability at Its Finest:** A simple domain is highly shareable. High-value clients are more inclined to refer you if they can effortlessly pass on your website address. And with an easy-to-spell domain, there's less chance of errors, making word-of-mouth referrals mighty effective.
4. **SEO Supremacy:** Search engines love user-friendly domains. When your domain is a breeze to spell, your SEO game skyrockets. Better search engine rankings mean a higher chance of attracting those high-value clients. It's a win-win!



So, there you have it! Build a killer brand identity, grab that memorable phone number, and nail your website domain. With these Hammer-approved strategies, you'll be on your way to landing those million-dollar cases. Let the Hammer guide you to success!



5.) ASKING for the Case

If we're speaking to a potential client, I want to get that case. What's the best way to get a case? You have to ask for it. Actually, ask for it. I don't mean presenting your plans for the case or sharing your credentials and experience. I mean literally ask for it.

I've had close to a 95% sign-up rate over the years because when the client and I finished speaking after I asked them if they had any other questions, I ended by saying the same thing: "I'm ready to start working. Are you going to let me represent you?" Most of them are surprised by that, but then they say, "Yes, you can represent me."



And if I'm willing to ask for the case, why would I not be willing to ask for a referral? Many times, I'll ask a client, "Do you like what I'm doing for you? If so, let me help your friends or family. Just make sure if you know anybody, tell them I want to help them, too."

Some lawyers might think this makes you look desperate or weak, but nothing could be further from the truth. You're showing them that you care. You're saying, "I care about you and your friend and your family. I want to help." That's why we get such great testimonials, too. Because they recognize our compassion.

No one will know how you feel unless you express it, and no one can give you something that they don't know you want.

6.) Displaying Genuine Care and Compassion

One of my very first big cases was a truly awful situation for the family. The father of the family was killed in an accident while his three children were in the car with him. His wife was pregnant at the time with their fourth child. The family wanted to meet with me, so of course I met with them in person.

For 30 minutes, she held my hand and cried, and I just stayed there with her. It was heartbreaking, thinking about the difficulty she was facing emotionally and financially, and on top of all that, she was bringing a child into the world. These kinds of situations are unfortunately common in personal injury cases, and I'm thankful that I'm often able to at least help them with their financial situation by taking their case and getting them the best settlement, we can. Situations like these are where your compassion makes a clear impact on the client as well.

You want to show the clients compassion. This doesn't just apply to personal injury, either. No matter what practice area you work in, the client still wants to feel like their lawyer is invested in their case and in them personally. If they see that you really care, they're going to hire you. So that's what we try to do. One of my slogans is, "I know what you're going through," because I have been in an accident myself and I have felt the way they feel. That makes a difference to them.



7.) Giving Out Your Personal Cell Phone Number

Most lawyers I know don't want to give their personal cell phone number out to their potential clients or even their current clients. I disagree with that, and it's because of what has happened when I do give it out. I bet I've given my cell phone number to 50,000 people. Every day, I get a lot of calls, and I never know which one is the next big one. I don't just give out the number, I also answer it myself. People call me, people text me. If I'm not in a meeting or on the phone, I talk to them. I try to help and share whenever I can.

Most attorneys give out their office number, which is fine. But here's the truth: how often are you in your office, able to answer that phone? I'm out of the office a lot, as I imagine you are, too. If people have my cellphone, they can reach me when I'm not in the office. I'm all over the place on most days, in my car or shooting ads or traveling. If they didn't call my cell phone, they would never reach me.

I think being accessible has gotten me a lot of high-dollar cases. So you don't have to do this. Just know, though, that if you don't, you will be missing out on those cases. So much of getting a good case instead of losing it to another attorney is about being accessible when the client needs you.

There are other ways that you can also make yourself and your law firm more flexible and able to be reached by a potential client. For instance:



- **Use Mobile-friendly Engagement in Your Marketing-** Over 50% of Google searches occur on mobile devices. That's why it's important to have a click-to-call feature on your Google ads and social media marketing. This ensures that potential clients that need to speak to someone rightaway have that option. This will boost your conversion rates.
- **Incorporate Click-to-Text on Your Website-** Many potential clients, especially ones in the younger demographic, have moved away from the desire to speak on the phone and prefer to interact via text. Installing a feature on your website that allows potential clients to begin a text conversation with your firm opens up your potential for new clients, and it also makes it easy and quick to get their cell phone numbers. This allows you to continue to reach out to them with additional marketing content in the future.
- **Have Live Chat Capabilities on Your Website-** Can your potential clients click a single button on your website and begin a live chat with someone? They should be able to do that, and there are many options you can use to make that a reality, from Ngage, Apex Live Chat, and Client Chat Live, to even having an in-house person to execute these conversations. This is an instant response option that moves seamlessly from a website visit to a conversation that can easily turn into an intake with the right series of questions and responses.
- **Set Up a Callback Feature-** If a potential client wants to talk to someone, but they don't have time right then, does your website give them the option to set up a callback option? By simply inputting their phone number, potential clients can request or schedule a call, which works with their schedule and availability. There are services like BounceHelp.com that can do this as a simple website plugin.
- **Actively Engage on Social Media Platforms-** By being responsive and participating in legal discussions and answering legal questions on platforms such as Facebook, Twitter, TikTok, LinkedIn, and others, you can reach potential clients where they already spend a great deal of their time. Meet them where they are, that's the secret. It's important to nurture your social media accounts once you've created them. There's nothing worse than having someone visit your page or account and find it hasn't been updated or someone isn't responding.





8.) Joining and Participating in MasterMind Groups

I cannot stress how important and game-changing it is to be part of a MasterMind group. I've been a member of several MasterMind groups, and currently I am running four of them myself, with over 50 big law firms from all over the country. I compare it to the way that trial attorneys do focus groups to get consensus.

It's basically impossible to go to your direct competitor and say, "Show me what you're doing to rank higher than me on Google or get more cases than me," right?

They're not going to share the information that would help you be better than them. But that's not true when it comes to the attorneys who are not your competitors. That's the first value of the MasterMind: networking and meeting up with highly successful attorneys who are not your competition.

You can form groups with them that allow you to share information and tactics, to be vulnerable and honest about your successes and failures, without worrying that this valuable information will be used against you in your home territory. When we get together for our 2-3 day in-person events, I will sometimes walk away with 15-20 fantastic new ideas for innovations in my marketing, management, operations, and all kinds of things that will make my law firm run better. You get great minds together to share and talk, and from that, we all learn.

Becoming part of a MasterMind group expedites your law firm's success and growth because the group is made of an elite collection of smart and motivated legal professionals. This exclusive and private group (that's very important: what is shared in the group stays in the group) made up of both solo attorneys and leaders of large practices, gets together in person twice a year for discussions on the triumphs and struggles we all face.



Many lawyers resist the idea of joining a MasterMind group, and the reasons almost always come down to two things: first, they don't think there's much they can learn; and two, they don't want to pay to be in a group like that. Both of those reasons are short-sighted.

I have had a successful law firm for 30 years and recovered over \$2 billion for my clients in that time. I still learn new things every single time I get together with a MasterMind group. If I'm still learning things, then you will, too. And as for paying to be in these groups, I think of it like this. Nothing truly valuable comes at no cost. By paying to be in these groups, you incentivize yourself to make use of the things you learn. If you just go and listen, but you never put any of the ideas into action, then it won't seem like a worthwhile investment. In that case, it isn't a worthwhile investment.

However, if you enter these MasterMind meetings as I do, like a kid in a candy store, excited at the possibility of every exciting new idea that can transform my law firm and make it larger, more successful, and operating at peak efficiency, it will be worth it. Because you will leave these meetings with lists of ideas and the energy and motivation to put them into action. I've had law firms in my MasterMind groups that have grown from \$50 million firms to half-billion dollar firms by implementing the things we all share.

It's honestly just an extension of what I did when I was in law school. I learned some things from law school, but the place I learned the most about the law was sitting through 22 trials. Those lawyers taught me everything. That's how I learned then, and it's how I still learn today.

The best way to get the most out of the MasterMind experience is by creating a clear format and making sure that everyone in the group participates equally. Typically, each member of a MasterMind group gets a chance to take center stage and share their business successes and challenges. We encourage interactivity, even to the point that someone may raise their hand and start a conversation in the middle of a presentation. This fosters innovation, challenges the status quo, and helps to build tailored solutions in real-time.



Another vital aspect of the MasterMind groups is accountability. When you are a member of a group of highly intelligent and motivated professionals who are all gathered to share and learn, you quickly find yourself challenged to deliver quality and consistency within the group and back in your own firm.

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