



Hiring and Pricing for Profit

3 hidden strategies fast growing firms use to hire right.

TODAY



94.3%

FIRED MY BIGGEST CLIENT

CathCap lost money 26 months
IN A ROW

From Panic to Profit®

1. Compensation

THE THREE TYPES OF LAWYERS



FINDER

MINDER

GRINDER

GRINDER

Job: Bill

**Bill: 75-80% of
hours worked**

Multiple 5X



MINDER

Job: Bill, teach/train,
client happiness

Bill: 75-80%

MINUS non-bill

Multiple 3.5 – 4X



FINDER

Job: New Clients

Bill: Not Much

Multiple 3X



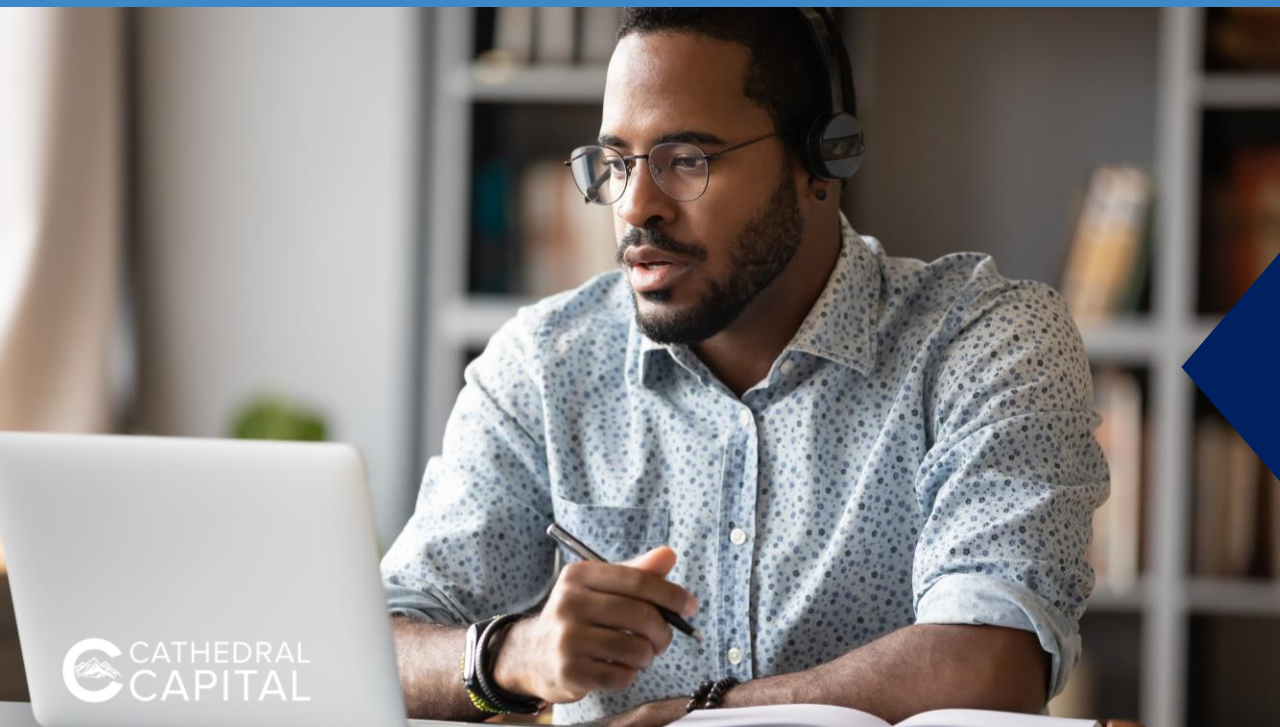
→ Accountability In Action

- Tools
- Discussions
- Discipline

Hours Points Stage or Activity

- ✓ Last week's results
- ✓ Why they did/didn't hit goal
- ✓ Last week's commitment
- ✓ They choose one problem
- ✓ You teach/train
- ✓ *They* choose one commitment

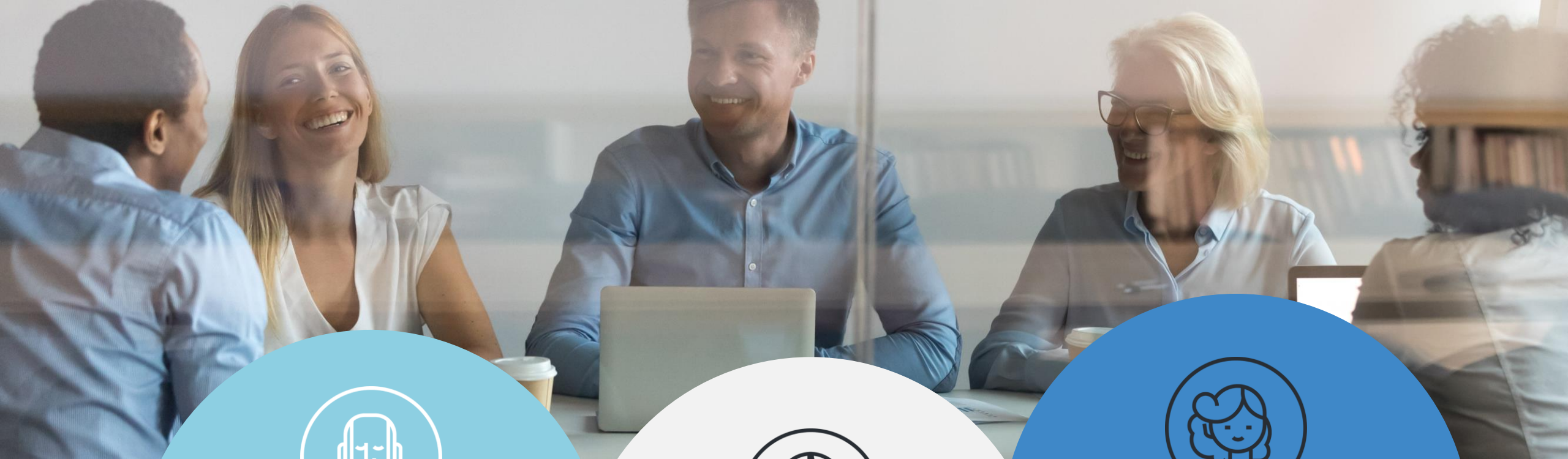
Calculate the
MULTIPLES



Give a
GOAL

From Panic to Profit®

2. Defining a Team



Divide Cases
By Type



How Much
Time



Calculate
Your Team

Divide Cases By Type

- ☐ Divorce with children
- ☐ Divorce no children
- ☐ Custody agreement
- ☐ Modifications
- ☐ Adoptions
- ☐ Other

Calculate How Much Time

- 1 Average of 10 most recent cases.
- 2 Track 5 cases start to finish.
- 3 Write out all the steps and assign time.

Calculate Your Team

$$\begin{array}{r} 230 \\ \div 100 \\ \hline = 2.3 \end{array}$$

20%

Calculating Flat Fee Pricing

1. Multiply each person's time by their billable rate
2. Add up all the answers
3. Add 20%

Track Time on
5 Cases

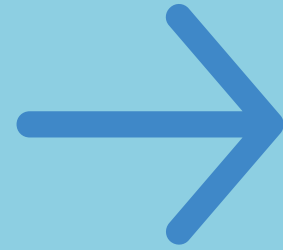


Calculate your
ideal Team



3. Project Hiring Needs

Net
New
Cases



Cases Opened
Minus
Cases Closed

Calculate Your Capacity

$$\frac{\text{Atty Billing Goals}}{\text{Atty Hours/Case}} = \text{Firm Case Capacity}$$

Calculate Your Capacity

$$\begin{array}{r} 3300 \text{ ttl billable goal} \\ \div 23.75 \text{ hours/case} \\ \hline = 145 \text{ Cases} \end{array}$$

Calculate Your Hires

Capacity: 145

Current: 122

Avg Net New: 5

23

÷ 5

= Just over 4 months

TIMING TO HIRE



3.5 Months

A person wearing a grey sweater is sitting at a desk, typing on a silver laptop. The scene is dimly lit, with a soft blue overlay across the entire image. In the foreground, a spiral-bound notebook and a pen are visible on the desk. The text 'Why it's Important' is written in a large, light blue, sans-serif font across the center of the image.

Why it's Important

Write out your
hiring timeline



Calculate when
you need your
next “team”



EXERCISE

A person with long brown hair, seen from behind, is wearing a dark green jacket and a tan canvas backpack with brown leather straps. They are holding a map in their right hand and looking out over a vast, hazy mountain landscape. The sun is low in the sky on the left, creating a bright lens flare effect. The mountains in the background are rugged and partially covered in green vegetation.

A person with long brown hair, seen from behind, is wearing a dark green jacket and a tan canvas backpack with brown leather straps. They are holding a map and looking out over a vast, hazy mountain landscape. The sun is shining brightly from the upper left, creating a lens flare effect. The word "QUESTIONS?" is overlaid in large white letters across the center of the image.

QUESTIONS?

How do you MOVE FORWARD





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Thank you!



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