



STRESSED OUT TRYING TO RUN YOUR OWN PRACTICE?

(OR STRUGGLING TO TAKE IT TO THE NEXT LEVEL?)

If you're running your own estate planning law practice, chances are you're stressed or, at least, challenged.

Running your own law practice is no easy thing to do. Getting new clients in the door. Meeting with them. Getting clients to engage you. Getting their documents out the door. On top of that actual lawyering stuff, there's also dealing with the normal day-to-day business activities. Hiring the right people. Making sure they're trained and working efficiently. Making sure that your employees are getting along and peacefully managing any conflicts that may arise. Staying on top of collecting bills and accounting for revenue. Making sure you meet payroll (and, at the end of the month, have left over the money you need to take out for yourself!).

These are all things you didn't learn how to do in law school. And there's very few (if any!) continuing education courses that show you how to run a successful estate planning *business*.

So, what are you to do? Keep doing what you've been doing, hoping for a different result? Let things get worse? Give up?

You don't have to surrender to any of those outcomes. We can help.

Nationally renowned estate planning attorney, Philip Kavesh, has been there through all of the stages of building a successful practice. He has already gone through much of the painful, expensive and exhausting trial and error to figure out, in detail, what is needed to build a consistently profitable estate planning practice, that is relatively self-sustaining and runs with a minimal amount of his time. Now, Phil is doing more of what he loves to do, making more money, and enjoying the freedom to take time off when he wants! Wouldn't you like to do that too?

No matter whether you're just starting out or you've been in practice for 3, 5 or over 10 years, you can avoid years of trying to figure this out on your own!

Ask yourself these important questions...

WOULD YOUR PRACTICE AND QUALITY OF LIFE BE BETTER OFF IF...

- You could **get the right kind of people coming in as clients** and enough of them on a **regular and consistent basis**?
- Once you had the clients in the door, you **got their estate planning documents out the door efficiently** and in a timely manner (and **without working ridiculous hours**)?
- You had **one, or two, or more associate attorneys** to actually help take some of the pressure off of you? (And knew how to **compensate associates so they will be motivated to stick around** for the long haul!)
- You had a **support team of administrative staff** that were not only **working efficiently together**, but were **incentivized and motivated** to help the firm, as a whole, be successful and profitable?
- You had a **tested and proven system to better service your existing clients** and **bring in more revenue** from them (instead of always having to hunt for new clients to cover your overhead)?
- You were **doing just the tasks that you love to do** and that are the **highest and most effective use of your time**? (Just ask yourself, are you still managing your own calendar? Are you still checking and returning all of your phone messages, mail and e-mail? Well, you shouldn't be!)
- You had the **freedom to take more time off to spend with your family** and loved ones and, with the profits you consistently take home from your firm, you could **travel the world or do the things you've always wanted to do**?
- You were working towards an end in mind, with a **feasible exit strategy** to leave the practice one day, rather than seeing all of your blood, sweat, tears and years that you've spent developing your law practice go to waste?

All of these things *can* be a reality for you and not just a dream.

But, you have to take the next step and attend Phil Kavesh's one-of-a-kind, power-packed training program - - The Ultimate Level™.

Past Ultimate Level™ attendees have come back to us and have told us that this program has reinvigorated their passion for their careers, saved their marriages, helped them fulfill dreams of being sole practitioners (or developing a small law firm or building a larger firm), and given them the motivation and excitement to revitalize their practice and their lives. *It truly is a life-changing event.*

Phil has previously only held this training program as a live event out in Los Angeles, near where his law firm is based. However, Phil realized his live event had several drawbacks. Lots of attorneys who were interested in coming didn't want to (or couldn't) take the time off or couldn't afford the additional flight and hotel expenses. And, on the flip side, of the hundreds of attorneys who did attend, many failed to bring their key staff members (such as their office manager, associate attorney, executive assistant, marketing director, etc.) which made implementing what they learned far more challenging than those attorneys who did.

We've come up with a solution to address all of these issues...

You Can Now Attend Wherever and Whenever You Want, Have Your Key Staff and Associates Join You, and Without Any Additional Travel Expenses!

We video recorded Phil's final live Ultimate Level™ event and we have broken it down into two separate courses - - **Business Infrastructure** and **Marketing**. Each course is then broken down into shorter, easy-to-follow topics. Each topic video is accompanied by a written outline (and accompanying useful exhibits, implementation tools, forms, and reports, where applicable). This new online format makes the training even more practical and useful than before. You can take the time to learn, absorb and properly apply each critical step at your own pace and pause the video training at any time to discuss key items with your associates and staff and develop together your own specific action plan - - that you can then place into action right away!

"I have to tell you, when my partner and I decided to go through The Ultimate Level™, we knew we had some great things going for us and our practice. We were literally two kids who created our law practice at our kitchen table and it's grown into what it is today and it's beautiful. But, even though we knew that the firm had so many good things going for it, we also knew that we were off track on some really major things. We honestly didn't know how to get back on track and we were really kind of at the end of the road, not sure if we were even doing anything right.

Thanks to The Ultimate Level™, we discovered that not only can we get back on track, but that we can do so easily. This program really reignited and reinvigorated my passion for what it is that we do. Thank you!"

Stephanie Prestridge, J.D.
Baton Rouge, Louisiana



"The Ultimate Level™ is an excellent training program!"

It's a true testament to what Phil Kavesh has done by taking what works in his own law practice and distilling it down so that there's something for everybody. No matter where you are from or where you're at in your practice, whether you have been in practice for 20 years, have been practicing for 5-10 years, or are just starting out—there's something for everyone to take away from this program."

Scott Alperin, J.D.
Virginia Beach, Virginia
WealthCounsel Member



check out what you will learn!



Here are some examples of what you will learn in the course on...

BUSINESS INFRASTRUCTURE

- How to see your practice for what it really is - - **a business!**
- How to build (or tweak) each piece of your law practice, starting with a clear “**blueprint**” in mind, so someday soon you have an **exit strategy** in place to make the most out of all your years of hard work!
- How to **hire and train** the right associate attorneys and support staff so you have a **winning team** of people to help take your practice where you want it to go!
- How to use base **compensation and bonus systems** (for both associate attorneys AND support staff!) that incentivize and motivate them and, more importantly, keep them happy so they won’t want to leave!
- How to establish an **efficient communication system** so you reduce interruptions, increase productivity and provide the necessary amount of leadership and guidance to your team
- How to set up appropriate **accountability systems** to make sure everyone is working effectively towards the same end goal
- How to set your **fee schedule** so you not only stay competitive, but you also continue to make profits and get paid for what you do!
- How to structure your **calendar** to maximize the highest and best use of your time for your firm, while **doing the tasks you love!**
- How to set up internal **financial reports** so you are always on top of how you’re doing and can make adjustments mid-month instead of having to unexpectedly put money into your practice or cut your salary at the end of the month!
- And much, much more!

Here are some examples of what you will learn in the course on...

MARKETING

- How to remove all the wrong ways of thinking about marketing (that lawyers are led to believe and that hold them back) and develop the *right marketing mindset*, so your business thrives!
- The *7 Key Components of Effective Marketing* that you can apply to any marketing piece or technique - - that actually ensure measurable results!
- How to put the proper *referral system* in place, so you consistently generate new clients from your existing ones, from other professionals, and even from your own employees!
- How to utilize *low-cost (or even no-cost) marketing* so you can immediately build your client base and fund a reserve for other types of future marketing
- Why *seminar marketing* - - both to consumers and referral sources - - is NOT dead and why, if you're not doing seminars, you're actually costing yourself more time and money!
- How to do seminars so you not only get *more qualified leads* to come, but actually book them on your calendar right there!
- Several incredible ways to produce *continuing revenue from your client base* - - without a client maintenance plan!
- One unique marketing technique that alone can quadruple *the income generated by your practice* (and, like the others taught, has been tested and proven to work for many years!)
- Other huge, *overlooked marketing approaches* that tap into goldmines of potential new business!
- How to utilize *satellite (or other "local") offices* to expand your target market and get more business - - in a way that is quick and easy, without much start up money
- How to best use the internet, including your *website and social media*, so they actually drive new clients to you every month!
- And much more than you've ever learned in law school or from a CE course!

AND, BEST OF ALL, IT'S AFFORDABLE!

Past Ultimate Level™ attendees have paid up to \$2,495 to attend this unique training program.

However, since we can avoid the costs of hosting a live event, we are making this same program available to you now at the special *discounted* rates of:

BUSINESS INFRASTRUCTURE COURSE

Includes: An instructional video with Executive Director, Kristina Schneider, on how to use the program and get the most out of your Ultimate Level experience, 90-day access to over 3 hours of engaging lecture by attorney, Philip Kavesh, entitled “The Top 10 Mistakes Estate Planning Attorneys Make...Running Your Business”, a 25-page outline to follow along and help you throughout the training program, 53 Exhibits (totaling 110 pages), which include practical tools, reports and forms for you to use right away in your practice (included in modifiable format, where available), interactive Q&A, plus a very helpful Implementation Session at the conclusion of the program to help you prioritize what you've learned and put together an immediate action plan.

\$995

MARKETING COURSE

Includes: An instructional video with Executive Director, Kristina Schneider, on how to use the program and get the most out of your Ultimate Level experience, 90-day access over 3.5 hours of engaging lecture by attorney, Philip Kavesh, entitled “The Top 10 Marketing Mistakes Attorneys Make”, a 27-page outline to follow along and help you throughout the training program, 25 exhibits (totaling 106 pages), which include practical tools, articles, reports, and forms for you to use right away in your practice (included in modifiable format, where available), interactive Q&A, plus a very helpful Implementation Session at the conclusion of the program to help you prioritize what you've learned and put together an immediate action plan

\$995

BOTH BUSINESS INFRASTRUCTURE & MARKETING COURSES

Save \$500 when you decide to bundle both courses together. Includes: Both Business Infrastructure & Marketing Courses, including over 6.5 hours of lecture, 52-page outline, 78 Exhibits (totaling over 200 pages) of various tools to utilize right in your practice, interactive Q&A, plus an Implementation Session to put together what you learned.

Regularly \$1,495

SPECIAL CONFERENCE PRICING OF JUST \$995

Do you think that you could get one or two more clients, a few more estate plans out the door, some more days off throughout the year, and a much more enjoyable estate planning practice (and quality of life) as a result of learning all of this? What would that be worth to you? *Certainly more than the registration fee!*

***Our Bottom-Line, "No-Lose" Proposition...
100% Money-Back Guarantee!***

We believe in this program so much that we are happy to offer you a money-back guarantee and place the risk entirely on us. If you are currently a licensed and practicing estate planning attorney and you watch and listen to the entire program (all ten topics in each course you register for) and you feel that this program isn't worth every single penny that you paid, you can request a full money-back refund within 90 days from the date you registered. In addition to a refund of the money you paid, you will get to keep the outlines, your notes, and all of the exhibits and implementation tools!

Let's recap just a few of the awesome benefits of The Ultimate Level™ program...

- You will be exposed to a wide variety of proven, *breakthrough* practice-building and marketing ideas that you may never be exposed to elsewhere or come up with on your own!
- You will shorten the time necessary to get your practice to the next level!
- Your future success will cost you a lot less money and stress!
- You can avoid trial and error, and learn using “OPM” (other peoples’ mistakes)!
- You will gain a clear roadmap of what you want your law practice to be, set specific goals, and hold yourself and your staff accountable to achieve them!
- You will make more money!
- You will improve the quality of your life by taking more time off for vacations, hobbies and your family!
- You will finally start achieving your personal dreams, goals and desires and get the law practice you’ve always wanted!

Your next step is the most important one!

The choice is now yours. You can continue to do what you’re already doing - - and continue to receive the same results (or worse) - - or you can decide that you *are* going to make a change! After all, what’s the use of running if you’re on the wrong path?

If You Act Now, We'll "Sweeten" the Offer!

For a limited time, when you register for BOTH the Business Infrastructure and Marketing Courses, you will not only get all 20 video presentations with accompanying outlines and implementation materials, you will also receive these 2 FREE bonuses!

BONUS #1: A complimentary 30-minute one-on-one coaching call with Phil’s own personal business coach - - to help you get past any particular challenges you may be having in your practice and help further kick-start you to the best estate planning practice you’ve ever dreamed of!

BONUS #2: A downloadable 31-Page eBook entitled, "How to Successfully Market an Estate Planning Practice" (a \$495 value!).

Also, keep in mind, nothing in this program is a “guess” as to what works, or is stuff that used to work, or is merely “generic” information you could read about elsewhere. It has all been time-tested and proven to work, and still does in a successful estate planning practice today!

Are you ready for a life-changing experience?

Isn't it about time you earned the income you deserve and also had more time off to enjoy it?
Be prepared for over 6 hours of the most exciting training of your life!
Be sure to register before it's too late and these special conference rates and bonuses are gone!

LET US HELP TAKE YOU AND YOUR PRACTICE TO...



THE ULTIMATE LEVEL

GET THE PRACTICE YOU'VE ALWAYS WANTED.

STILL AREN'T SURE IF IT'S WORTH IT?

That's okay. You're considering an important investment of your time and money.

Take a look at what attorneys who have taken this course have to say...

"I've been in coaching programs for the last 12 to 13 years. My expectations for The Ultimate Level™ were that I just wanted to see something a little different. Frankly, I didn't expect to work so hard when I showed up in California, because I felt like I was suddenly trying to devour all of the water coming out of a fire hose.

This program is incredibly engaging and it has injected a whole new sense of power into my practice. You get an interesting mixture of common sense ideas that will leave you saying, 'I knew I should be doing that!', but then you will be motivated to do it because you will see the outcome. And you will also get some out-of-the box ideas that are really interesting and it will make you go back and challenge a lot of the assumptions you had before.

It will totally reposition your mindset, your perceptions and give you a lot of very concrete ideas and tools to bring back to your office and implement. You won't have to sit there and figure out what to do with all of this information, as is often the case with other kinds of training and coaching programs. You will walk away with the ability to put together a plan that will have legs.

I highly recommend this program to any estate planning attorney. The Ultimate Level™ will make a drastic difference in your practice, and therefore, your life."

David Frisse, Esq.

Paris, Illinois

WealthCounsel & National Network Member



"From a practice management perspective, these were two of the best and most productive days I've ever spent out of the office. This program is not only relevant to the younger practitioners, but also the more seasoned attorneys. We all will get a lot out of this training program. Phil opens up and shares not only his physical law practice model, but also his intellectual practice model, sharing everything from office organization to internal work flow, staff training, marketing, you name it; he's an open book in this program and it has been an absolutely invaluable experience.

I really can't recommend this opportunity for my fellow attorney colleagues highly enough."



Kelly Shovelin, J.D.

Wilmington, North Carolina

WealthCounsel & NAELA Member

TAKE ADVANTAGE OF A SPECIAL CONFERENCE DISCOUNT!

TURN TO THE OTHER SIDE...

THE ULTIMATE LEVEL™ ONLINE TRAINING REGISTRATION FORM



CUSTOMER INFORMATION

NAME: _____

FIRM NAME: _____

STREET ADDRESS: _____

CITY, STATE, ZIP CODE: _____

PHONE: _____ E-MAIL: _____

REGISTRATION OPTIONS

Your registration includes: 90-day access to the online course, handout materials, exhibits, modifiable exhibits, Q&A access, and various learning and implementation tools. Plus, when you purchase both the Business Infrastructure & Marketing Courses, you will receive a free bonus e-Book and coaching session.

	PRICE	TOTAL
<input type="checkbox"/> SPECIAL CONFERENCE DISCOUNT Both Business Infrastructure <i>and</i> Marketing Courses	\$1,495 \$995	
<input type="checkbox"/> Business Infrastructure Course Only	\$995	
<input type="checkbox"/> Marketing Course Only	\$995	
	TOTAL FEE	

3-Month Payment Plan available upon request.

PAYMENT INFORMATION

Credit Card Type: Visa MasterCard American Express Discover

Billing Address: Same as above _____

Name on Credit Card: _____

Credit Card Number: _____

Exp. Date: _____ / _____ Security Code (3 or 4 digit code): _____

Authorized Signature: _____ Date: _____

For your convenience, you can also register online at www.TheUltimateLevel.com

COUPON CODE: **WCSYMPOSIUM2017**



PREFER IN-PERSON TRAINING?

For a limited time only, you can join us in Los Angeles for a very small, live and intimate group training!

These live events are limited to only 8 attorneys. Not only will you get the unique training from The Ultimate Level™ program, but each attorney will also receive a customized, personal consultation with Phil Kavesh!

JOIN US ON ONE OF THE FOLLOWING DATES

November 3 & 4

The Redondo Beach Hotel
Early Bird Discount Expire This Friday!

OR

February 2 & 3

The Redondo Beach Hotel
Registration Now Open!

*Let us help you determine which Ultimate Level™ program is right for you!
For cost and registration options, please turn to the other side.*

THE ULTIMATE LEVEL™ LIVE TRAINING PROGRAM

REGISTRATION FORM



CUSTOMER INFORMATION

NAME: _____
 FIRM NAME: _____
 STREET ADDRESS: _____
 CITY, STATE, ZIP CODE: _____
 PHONE: _____ E-MAIL: _____

REGISTRATION OPTIONS

Your registration includes live participation for one(1) attorney, tour of Phil Kavesh's law office on Thursday afternoon (optional), Thursday evening Welcome Reception, Sessions on Friday and Saturday, a Personal Consultation before the group, a Program Outline, Flash Drive with modifiable tools, and lunch on Friday and Saturday. Additional registration options available below.

STEP #1: Select a Date

November 3 & 4, 2017 February 2 & 3, 2017

STEP #2: Select Your Registration Option(s)

	REG PRICE	YOUR PRICE	TOTAL
<input type="checkbox"/> BASIC REGISTRATION —Printed outline only (no binder)	\$695	\$495	
<input type="checkbox"/> STANDARD REGISTRATION —Includes binder of printed binder of materials, plus 3 Implementation Coaching Calls following the program.	\$995	\$795	
<input type="checkbox"/> PREMIUM REGISTRATION —Includes Standard Registration, plus one(1) additional registration for key staff member and/or associate, and access to video presentation following the event.	\$1,995	\$1,495	
<input type="checkbox"/> ADDITIONAL PARTNER/ASSOCIATE ATTORNEY	\$595	\$395	
<input type="checkbox"/> ADDITIONAL SUPPORT STAFF MEMBER	\$395	\$295	
Monthly Payment Plan may be available upon request.		TOTAL FEE	

PAYMENT INFORMATION

Credit Card Type: Visa MasterCard Discover

Billing Address: Same as above _____

Name on Credit Card: _____

Credit Card Number: _____

Exp. Date: _____ / _____ Security Code (3 or 4 digit code): _____

Authorized Signature: _____ Date: _____