



SUFFOLK ACADEMY OF LAW
The Educational Arm of the Suffolk County Bar Association
560 Wheeler Road, Hauppauge, NY 11788
(631) 234-5588



HOW TO RUN AND GROW YOUR LAW FIRM

Generating New Business – “Pick the Low Hanging Fruit”

FACULTY:

Michael Smith
Sara Frasca
Point NorthEast

Moderator:

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September 8, 2022
Suffolk County Bar Association, New York

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There's a whole new way to obtain your CLE certificate! It's fast, easy and best of all you can see the history of courses that you've attended!

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1. Go to SCBA.org
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4. After you log in, hover over your name and you will see “Quick Links”. Below that you will see:
 - a. My SCBA
 - b. My CLE History
 - c. Update My Information
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5. Click on **My CLE History**, you will see the courses you have attended. Off to the right side you will see the Icon for certificates. You are now able to download the certificate, print it or save it. You may go to your history and review the courses you have taken in any given year!
6. **CLE certificates will no longer be mailed or emailed.** Certificates will be available within 10 days after the course.



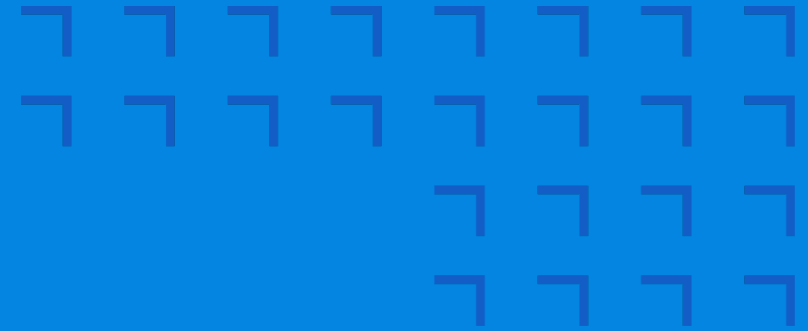
Michael Smith

Michael's executive management and business consulting career spans over 40 years. His depth of experience, sage advice, range of strategic thinking and corresponding wisdom make him our version of "yoda" for Point NorthEast advisors and our clients. He has advised and consulted hundreds of law, accounting, financial services and commercial real estate businesses across the US and Canada. He is a nationally recognized expert in organizational assessment, strategic planning, addressing challenging partnership issues and facilitating the formation of complex business consolidations. He routinely coaches, mentors, and strategizes with Boards of Directors, Partners, CEOs, and senior leadership team members.

Michael Smith received his B.A. in Human Resource Management from DePaul University, as well as attending the Keller Graduate School of Management in Chicago. He founded and has led two successful business consulting practices, SBC & Associates, Inc. and Point Northeast for the past 35 years. Prior to forming those companies, he was the Western Regional Director of Organizational Consulting for Laventhol & Horwath; COO of both the Denver and Dallas Regional Transit Systems.; and Director of Human Resource Development for the Chicago Transit Authority.

Sara Frasca

Sara is an innovation and business growth expert. Leveraging her experience from serving in senior leadership roles in both corporate America and the world of startups, Sara serves as chief operating officer for Point NorthEast. She helps leading organizations cultivate human imagination, build a culture of accountability, and solve complex problems to drive business growth. Sara is the go-to resource for leaders seeking competitive advantage and sustainable success by harnessing alignment, marketing and data. Nothing gives her more satisfaction than helping leaders take their business to the next level



Point NorthEast

Generating New Business:
Pick the Low-Hanging Fruit



Up and to the RightTM

September 13, 2022





Agenda

- Principles of Business Development
- Best Sources of Low-Hanging Fruit
- Build & Analyze Database
- Implementation & Tenacity Wins
- Who We Are

Principles of Business Development

Q: Who Do People Do Business With?

- Relationship
- Value
- Connection
- Trust





Best Sources of Low-Hanging Fruit

Q: Who Do You Know?

- Clients
- Former Clients
- Professionals
- Friends
- Neighbors
- Church
- Affinity Groups

Best Sources of Low-Hanging Fruit

Q: Who Can You Meet?

- New Connections
- Learn All You Can
- Position What You Do
- Create Value



Best Sources of Low-Hanging Fruit

A: Make Phone Calls & Send Texts

- Thinking of you
- What's New?
- New & Interesting Updates
- Ask for Advice





Best Sources of Low-Hanging Fruit

A: Send Emails

- Thinking of you
- What's New?
- New & Interesting Updates
- Ask for Advice
- Interesting Article

Best Sources of Low-Hanging Fruit

A: Go To or Sponsor Events

- Sporting Events
- Concerts
- Speaker Events
- Affinity Groups
- Golf Outings
- Community

Pro Tip: Never Give Away the Tickets! Always Go to the Event!



Build & Analyze Database

- Name
- Date
- Type of Work
- Fee
- Referral

Name Creation Data			Address Creation Data			
Top 1000 First Names		Top 2000	500 Random	Zip Codes By State/City/Town		
Male	Female	Last Names	Street Names	Zip Code	Town / City	State
Jacob	Emily	SMITH	John Street	35004	Moody	Alabama
Michael	Madison	JOHNSON	Jefferson Court	35005	Adamsville	Alabama
Joshua	Hannah	WILLIAMS	Colonial Avenue	35006	Adger	Alabama
Matthew	Emma	JONES	2nd Street	35007	Alabaster	Alabama
Andrew	Ashley	BROWN	5th Street North	35010	Alexander City	Alabama
Christopher	Alexis	DAVIS	Holly Drive	35011	Alexander City	Alabama
Joseph	Samantha	MILLER	Beechwood Drive	35013	Allgood	Alabama
Nicholas	Sarah	WILSON	Canal Street	35014	Alpine	Alabama
Daniel	Abigail	MOORE	Church Road	35015	Alton	Alabama
William	Olivia	TAYLOR	Essex Court	35016	Arab	Alabama
Ethan	Elizabeth	ANDERSON	Windsor Court	35019	Baileyton	Alabama
Anthony	Alyssa	THOMAS	Bank Street	35020	Bessemer	Alabama
Ryan	Jessica	JACKSON	River Street	35021	Bessemer	Alabama
Tyler	Grace	WHITE	Cherry Lane	35022	Bessemer	Alabama

Build & Analyze Database

- Analyze:
 - How many clients?
 - Percentage of business by type
 - Clients by Referral Source
 - Networking Efforts



Implementation & Tenacity Wins!





Who We Are

We Guide Our Clients – Up and to the Right™



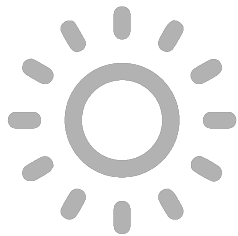
We help businesses reach their next level of success.

The Point NorthEast team brings deep experience and fresh perspectives to help you propel your organization to its next stage of growth. We help you assess your situation, enhance team dynamics, map a path to achieving measurable results, and bring the tools you need for achieving your wildest dreams.



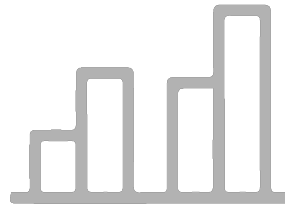
The Journey

+



The Summit

+



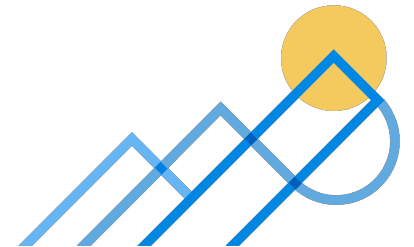
Growth

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"P" for Point NorthEast

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Point NorthEast[™]

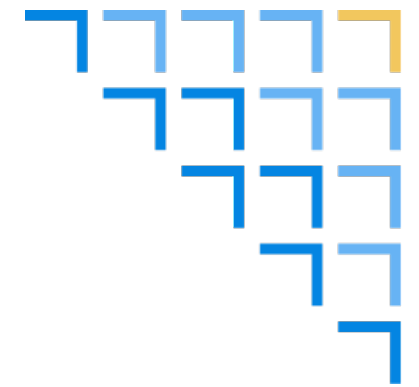


Our Model is Unique & Improved

Our completely flexible model is focused on your business and your business ONLY.

We believe that many systems have merit – **but no one model fits all.** Let us adapt all of the models to fit your needs.

OTHER BUSINESS SYSTEMS	POINT NORTHEAST'S SYSTEM
<ul style="list-style-type: none">• Inflexible	<ul style="list-style-type: none">• Completely nimble
<ul style="list-style-type: none">• No expertise	<ul style="list-style-type: none">• Subject-matter experts
<ul style="list-style-type: none">• Focused only on the process	<ul style="list-style-type: none">• Application of the process to your business needs
<ul style="list-style-type: none">• No assistance beyond facilitation	<ul style="list-style-type: none">• Personal investment & human interaction
<ul style="list-style-type: none">• Zero service beyond meetings	<ul style="list-style-type: none">• High service level and immediate access



The Journey

We Can Help You Get Started.

The Journey

Our operating system



Who We Are



For the past 35+ years, we have helped businesses achieve their goals. Our process is designed to empower your team and provide your business with the tools needed to succeed.



Our Vision

Our vision is to empower each team we serve with the right plan, talent, and tools to accomplish their goals. We strive to be the best business partner and the most valuable investment each of our clients has made on their growth journey.

Our Mission

Our mission is to serve as a catalyst for our clients to achieve outcomes beyond their wildest expectations.



Thank you!

Michael Smith

CEO

michael@pointne.com

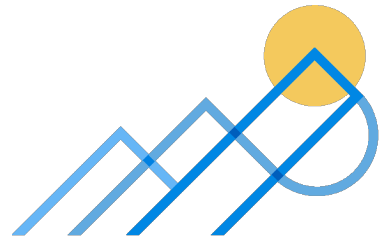
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Sara Frasca

COO

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Point
NorthEastTM

*Up and
to the right*



SCBA Lawyers Helping Lawyers Committee

The SCBA Lawyers Helping Lawyers Committee provides free and confidential assistance to those in the legal community who are concerned about their alcohol or drug use and/or mental health or wellbeing or that of a colleague or family member.

Assistance is available to the legal community including attorneys, members of the judiciary, law students, and family members dealing with alcohol or substance abuse disorder, other addictive disorders, anxiety, depression, vicarious trauma, age related cognitive decline and other mental health concerns that affect one's well-being and professional conduct.

**Please call the
Lawyers Helping Lawyers Helpline at (631) 697-2499
to speak with an attorney who will provide support and recommend
resources. All calls are private and confidentiality is protected under
Judiciary Law Section 499. (Lawyer Assistance Committee)**