

Example Creating a Pricing Menu Worksheet

Step 1: Determine the Value

A. Name of Service: Custody case (standard steps through mediation)

B. What value can you offer through the delivery of this service (think about your target clients' typical goals)?

- Provide information, answer all of the client's questions, and explain their rights
- Provide peace of mind that the children's interests are being advocated for
- Reduce the risk by helping the client stay out of court
- Reduce the client's effort by drafting and filing all necessary documents with the court
- Reduce stress by negotiating with the other party or opposing counsel on the client's behalf
- Provide quality representation if help is needed in court
- Reduce the client's overall stress and risk
- Provide peace of mind to the client that their parental rights are protected

C. What additional value can you offer through your firm that is not tied to this service (think customer service)?

- Consultations that are easy to schedule
- A well-developed FAQ section on my website
- Set fees so potential clients can understand up front how much the service will cost
- Payment plans

- Flexible hours outside of 9 to 5
- A client portal where they can access their case file 24/7 and always understand the status of their case

D1. What variables do you need to account for?

- Level of disagreement and animosity between parties
- Whether there is an opposing counsel
- Communication time with client, other party, other lawyer, or third parties
- Emergency motions
- Requests for temporary orders
- Seeking a protection order
- Request for court-appointed investigator
- Contested hearing

Example Scenarios

Case #1: “Just Need it in Writing”

Parents have been working together for some time and are just looking for their agreement to be memorialized. There is no opposing counsel. The parties are reasonable and communicative.

D2. What approach will you take to account for the variables?

Case #1: “Just Need it in Writing”

Limit the scope and bundle all the standard tasks necessary to complete the uncontested case.

Case #2: “Hope for the Best; Prepare for the Worst”

Limit the scope to include the standard steps through mediation and include a risk premium that would cover the standard steps required for a contested hearing, if one is needed. Any other variable that might come out would be out-of-scope and require an additional engagement agreement.

Case #3: “Opposite Side of the Field”

Limit the scope to an initial, exploratory phase to learn more about the needs of the case. Once the initial phase is complete, we will have a better understanding of what additional work will be needed and

Case #2: "Hope for the Best; Prepare for the Worst"

The parents have not spoken in years. Client is unsure where the other parent is located and is unsure what parenting schedule they want. The client is uneasy about starting the process and needs more counseling to feel comfortable. It's unclear whether there will be an opposing counsel or if trial will be necessary.

Case #3: "Opposite Side of the Field"

The parents argue over every little thing. They have an existing schedule but neither of them believes it is working. It is unlikely they will reach an agreement. It is likely an expert will be needed to help sort through the allegations being made by both sides. The other party is represented by a firm that is known for increasing litigation. Trial is likely, but it's hard to know the scope of all the issues.

can determine how to approach the variables.

E. What type of fee arrangement will you use for this service?

Case #1: "Just Need it in Writing"

We'll use a fixed fee approach and bundle all the standard tasks necessary to complete the uncontested case.

F. What, if anything, did your market research reveal about the market for this service?

- No family law firms list pricing on their website.
- Legal consumers can connect with a lawyer offering unbundled services through Unbundled

Case #2: "Hope for the Best; Prepare for the Worst"

We will use a flat fee with a risk premium included.

Case #3: "Opposite Side of the Field"

We will use a flat fee arrangement for the initial phase.

Attorney but it is unclear if the lawyer will offer a set price.

- The Colorado Judicial Branch offers free self-help, information, forms and centers.

Step 2: Assign a Price

Step 3: Identify your Target Monthly Revenue

G. What is your initial price for this service?

Case #1: \$3,500

Case #2: \$5,250
(\$3,500 + \$1750 risk premium)

Case #3: \$1,500

H. What is your target monthly revenue?

Monthly Expenses: \$1,500/month

Salary: \$8,013/month

Profit: \$476/month

Target Revenue: \$9,989

Step 4: Assign Effort and Adjust

I. What amount of effort goes into providing this service - small, medium, or large?

Case #1: Small

Case #2: Medium

J. If this was the only service you offered, how many could you realistically handle each month?

Case #1: 5

<p>Case #1: Large</p>	<p>Case #2: 3 Case #3: 6</p>
<p>K. Divide your target revenue by the number you just wrote down in Box J. What \$ do you get?</p> <p>Case #1: \$1,998 ($\\$9,989/5$) Case #2: \$3,330 ($\\$9,989/3$) Case #3: \$1,664 ($\\$9,989/6$)</p>	<p>L. How does the price you wrote down in Box G compare with the price you wrote down in Box K?</p> <p>Case #1: It's higher - hooray! Case #2: It's higher - hooray! Case #3: It's lower, but we'll want to watch the rate of add-on services to see if we need to make adjustments.</p>

Example Creating a Pricing Menu Worksheet

Step 1: Determine the Value

A. Name of Service: Basic will

B. What value can you offer through the delivery of this service (think about your target clients' typical goals)?

- Sense of security that the distribution of assets will be done as the client wishes
- Peace of mind that the client's children will be taken care of
- Provide information to answer all their questions and provide guidance
- Explain the client's rights, options available to pass on property, and other legal documents they may need to supplement their will
- Support loved ones who survive the client and save them time and money by avoiding the probate process
- Memorialize the client's goals by drafting a will
- Help the client pass their legacy on to the next generation

C. What additional value can you offer through your firm that is not tied to this service (think customer service)?

- Consultations that are easy to schedule
- A well-developed FAQ section on my website
- Set fees so potential clients can understand up front how much the service will cost
- Payment plans
- Flexible hours outside of 9 to 5

- A client portal where they can access their case file 24/7 and always understand the status of their case or home visits for elderly clients
- An e-newsletter with monthly estate planning tips

D1. What variables do you need to account for?

- Changes to document
- Communication time with the client

D2. Which approach will you use to account for the variables?

- Limit the scope to include a specific number of rounds of changes and communication time. Anything additional would require an additional engagement.

E. What type of fee arrangement will you use for this service?

Flat fee. Clients can pay the entire amount up front or split the fee up into two smaller payments - half paid up front and half paid one month later (before delivery of the will).

F. What, if anything, did your market research reveal about the market for this service?

- No estate planning firms list pricing on their website.
- Banks also offer estate planning services.
- LegalZoom and other companies offer DIY options (starting price of \$89) that can be paired with legal advice for an additional fee

Step 2: Assign a Price

G. What is your initial price for this service?

\$650

Step 3: Identify your Target Monthly Revenue

H. What is your target monthly revenue for the firm?

Monthly Expenses: \$1,500/month

Salary: \$7,625/month

Profit: \$456/month

Target Revenue: \$9,581

Step 4: Assign Effort and Adjust

I. What amount of effort goes into providing this service - small, medium, or large?

Small

J. If this was the only service you offered, how many of these services could you realistically handle each month (not necessarily from start to finish)?

30

K. Divide your target revenue by the number you just wrote down in Box J. What \$ do you get?

\$319

L. How does the price you wrote down in Box G compare with the price you wrote down in Box K?

It's higher - hooray! This price works for my business!

Example Creating a Pricing Menu Worksheet

Step 1: Determine the Value

A. Name of Service: Debt defense and out-of-court settlement

B. What value can you offer through the delivery of this service (think about your target clients' typical goals)?

- Provide information that explains the client's rights and their options to resolve the matter
- Reduce stress and anxiety associated with the debt and the harassing calls and letters
- Give peace of mind that the debt is under control and the client has a plan they can afford to pay it off
- Leverage as an attorney to negotiate with the creditor and reach a settlement the client can afford
- Confirm the client's interests are protected by reviewing and executing a settlement agreement
- Keep the client from having to file for bankruptcy

C. What additional value can you offer through your firm that is not tied to this service (think customer service)?

- Consultations that are easy to schedule
- A well-developed FAQ section on my website
- Set fees so potential clients can understand up front how much the service will cost
- Payment plans

- Flexible hours outside of 9 to 5
- A client portal where they can access their case file 24/7 and always understand the status of their case
- An e-newsletter with monthly money and credit management tips

D1. What variables do you need to account for?

- Amount of the debt
- Strength of the defenses, assuming no counterclaims
- Number of court appearances necessary
- Debt collector's or original creditor's standard settlement discount %
- Client's need for a payment plan vs. a lump sum settlement payment
- Amount of settlement review and execution
- Necessity of trial
- Potential for fee shifting if there is an FDCPA claim

D2. What approach will you take to account for these variables?

- If the debt is over \$10,000, an answer and discovery are required so need to account for the additional effort necessary within the scope.
- If defenses are very strong, able to provide tremendous value quickly. If they are weak, will need to spend more effort strategizing and negotiating. Either expand the scope if defenses are known up front or include a risk premium to account for extra effort that might be needed if find out defenses are weak.
- Determine based on the above, how many status appearance or hearings will be necessary from appearance through trial and include it in the scope.

	<ul style="list-style-type: none">▪ For % discount and client's need for payment plan, consider what the client wants to pay vs. what the case is likely to settle for, and account for the extra effort that might be needed as a risk premium▪ Include defined amount of time for reviewing, revising and getting the settlement agreement executed into the scope. Any additional time would be extra.▪ Exclude trial from the initial scope, but include an estimate for that additional service in engagement agreement.
<p>E. What type of fee arrangement will you use for this service?</p> <p>Flat fee. Clients can pay the entire amount upfront or split the fee up into two smaller payments - half paid up front and half paid one month later.</p>	<p>F. What, if anything, did your market research reveal about the market for this service?</p> <p>No consumer debt firms list pricing on their website.</p>

Step 2: Assign a Price	Step 3: Identify your Target Monthly Revenue
<p>G. What is your initial price for this service?</p> <p>\$575</p>	<p>H. What is your target monthly revenue?</p> <p><i>Monthly Expenses:</i> \$1,500/month</p> <p><i>Salary:</i> \$7,625/month</p> <p><i>Profit:</i> \$456/month</p> <p><i>Target Revenue:</i> \$9,581</p>
Step 4: Assign Effort and Adjust	
<p>I. What amount of effort goes into providing this service - small, medium, or large?</p> <p>Small</p>	<p>J. If this was the only service you offered, how many of these services could you realistically handle each month (not necessarily from start to finish)?</p> <p>25</p>

K. Divide your target revenue by the number you just wrote down in Box J. What \$ do you get?

\$383

L. How does the price you wrote down in Box G compare with the price you wrote down in Box K?

It's higher - hooray! This price works for my business!