

**Saturday, January 25, 2014**

**8:30 a.m. – 11:45 a.m.**

**Senior Lawyers Division**

**3.0 MCLE Credit Hours; including up to 1.25 LEPR Credit Hours**

**Senior Lawyers Division**

**Jay Shepherd**

*Boston, MA*

**Pricing Is the Future, Billing Is the Past**

Google the words “law firm innovation” and you’ll get more than 46 million hits. That’s because so many law firms boast about how innovative they are. And yet nearly every law firm uses a business model that was invented nearly a hundred years ago. (Law-firm hourly billing began in Boston in 1919.) Do you want your firm to stand out from your competitors? Do you want to earn the premium your expertise deserves instead of just billing more hours? Then learn how to price your services instead of just marking time. Legal-pricing expert Jay Shepherd tells you how.

In this session, you will learn:

- Why “alternative billing” is dead in the water
- How hourly billing harms law firms and lawyers
- How to price any type of legal services — even litigation
- How to manage employees without tracking hours
- Why compensation should ignore timekeeping
- How to focus on more-profitable work
- How to differentiate your firm from your competition
- How to set your prices

For 13 years, Jay Shepherd ran Shepherd Law Group, the Boston employer law firm that completely replaced the billable hour with fixed pricing. The firm provided fixed-price employment-law help to more than twenty billion-dollar corporations and scores of smaller companies. *Law & Politics* magazine called Jay one of the “Top 100 lawyers in New England.” He wrote a popular column for the nation’s leading law blog, *Above the Law*, and he’s been interviewed by *Inc.* magazine, *The Washington Post*, *The Wall Street Journal*, and dozens of other publications around the world. He now writes and speaks full time.

**Agenda**

8:30 a.m. – 9:45 a.m.      **The Practical and Ethical Problems of Hourly Billing**

9:45 a.m. – 10:00 a.m.      **Break**

10:00 a.m. – 11:00 a.m.      **How to Price What Law Firms Sell**

11:00 a.m. – 11:45 a.m.      **Managing and Marketing A Timeless Law Firm**

**Course Planner/Moderator:** *John H. Muench*