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## New Book Explains How Attorney Went from Earning in Pesos to Earning Six Figures in Less than Three Months

***Be the CEO of Your Law Firm: Gain Control, Turn a Profit, and Reclaim Your Life*** by Alexandra Lozano is now available for preorders on [Amazon](#).

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**WA, SEATTLE, 2018**— In ***Be the CEO of Your Law Firm***, award-winning immigration attorney Alexandra Lozano shares her processes, her revelations, her trials, and her tribulations in order to help other solo attorneys and small law firms build the thriving businesses they've always wanted to have while reclaiming their lives.

"We care about our clients. We care about the causes. We are constantly connected to the job. But we are suffering from financial chaos," Lozano says. "I am passionate about helping lawyers be the CEOs of their law firms. I know that solos and small firms struggle with this a lot—streamlining and automation allow me to do great work, the work that I love, and run a profitable business."

Lozano has been able to strike a true balance between heading a profitable business and being present for her family. She has written ***Be the CEO of Your Law Firm*** for attorneys who are struggling to do the work that they love, make a living, and enjoy their lives. "Our passion for our work is not enough to run a successful law practice," Lozano says. "A law firm is a business and you must treat it like one in order to not only survive, but to thrive."

**Lozano's story:** In 2012, after having worked as an associate in a couple of large law firms, Lozano was struggling with the thought of quitting law practice altogether. She decided to walk away from "big law" and relocate to Mexico to wind down while determining whether law practice was really in her future.

Lozano's husband implored her to remain engaged, convincing her to start her own law practice in Seattle and manage it from Mexico. She made it work by convincing herself that she "only needed a law firm earning in pesos" to get by.

But in September 2014, while visiting Seattle for her baby shower, a hurricane hit Lozano's home in Cabo San Lucas, destroying everything. At seven months pregnant, she was stuck in Seattle with just a carry-on suitcase and her baby shower gifts.

"I realized that the only source of income I had was my law firm, which was fine when I was earning in pesos but certainly not enough to survive in one of the most expensive cities in America," Lozano recounts.

Using the methods laid out in her book, Lozano successfully rehabilitated her practice, boosting her firm's revenue to six figures within three months and now earns into the seven figures!

***Be the CEO of Your Law Firm*** provides detailed guidance on:

1. How to rein in your firm's finances;
2. Market your firm's services;
3. Find and focus on your firm's ideal client;
4. Manage staff and the firm's day-to-day operations;
5. Cultivate new and existing relationships in the community, among clientele, and among colleagues; and
6. Above all, reach the highest level of client satisfaction—the lifeblood of a law firm.

This book prepares lawyers for the journey from barely keeping their heads above water to being in control of their practices, their finances, and their lives.

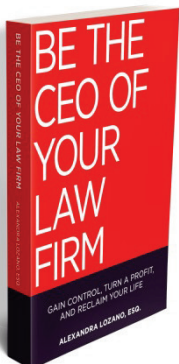
#### About the Author:



**Alexandra Lozano** is a nationally recognized and award-winning immigration attorney. She is the founder of Alexandra Lozano Immigration Law PLLC, based in Seattle. In 2015, Alexandra's law firm went from struggling to make ends meet to earning six figures in less than three months, and by 2017 earned into the seven figures.

Alexandra is passionate about teaching other attorneys how they can transform a law practice into a thriving business. She empowers attorneys to be the CEOs of their law firms with her weekly blog, webinars, inspirational 6-Minute CEO Facebook Live show, Six-Figure Solo Membership, and the annual Women, Power & Money in-person conference where she provides women attorneys with step-by-step guidance on how to do the work they love while running a profitable legal business. She is also the founder of the international network, the Association of Mother Immigration Attorneys (AMIGA Lawyers).

#### About the Book:



***Be the CEO of Your Law Firm: Gain Control, Turn a Profit, and Reclaim Your Life*** (with a foreword by Annaluisa Padilla, President, American Immigration Lawyers Association)

2018 Edition (Ramses House Publishing)

**\$19.95 (Print) Preorder price: \$9.99 (expires June 1, 2018)**

194 pages

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Available for preorder on [Amazon.com](https://www.amazon.com)

**Review Copies and Media Interviews:** For a review copy of ***Be the CEO of Your Law Firm*** or an interview with attorney Alexandra Lozano, contact Jennifer Pascoe at [jennifer@amigalawyers.com](mailto:jennifer@amigalawyers.com) or + 1.208.440.1272.

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## Back Cover Text

Are you overwhelmed trying to run your solo practice? Are you constantly afraid that you don't have enough money to pay your bills? Do you feel disorganized with the business side of your practice? Do you wonder whether there is a "secret" to running a successful solo practice that you simply don't know?

*Be the CEO of Your Law Firm: Gain Control, Turn a Profit, and Reclaim Your Life* is written for you: the attorney who is struggling to do the work that you love, make a living, and enjoy your life. Our passion for our work is not enough to run a successful law practice. A law firm is a business and you must treat it like one in order to not only survive, but to thrive.

This book prepares you for the journey from barely keeping your head above water to being in control of your practice, your finances, and your life. It defines the role of a CEO and outlines the responsibilities you must master in order to grow and prosper: (1) Creating Your Vision and Strategy; (2) Marketing Your Services; (3) Taming Your Finances; (4) Managing Your Firm; (5) Cultivating Your Relationships; and (6) Attaining Client Satisfaction.

*Be the CEO of Your Law Firm: Gain Control, Turn a Profit, and Reclaim Your Life* unlocks all of the secrets to running a successful practice so you can get back to doing the work that you love and make an excellent living while doing it.

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## ***Excerpt*** (Chapter 3: “Taming Your Finances”)

### **a. Hourly Billing**

Ask yourself:

Are you committed, and I mean fully committed, to simultaneously tracking your time?

Will you remember to turn on the timer for every single piece of work that you do for a client?

When you are away from your desk, computer, or office, but you are writing e-mails, performing case review, etc., will you record your time immediately instead of thinking you will remember to do so later?

Will you maximize every moment of your time at work and focus almost exclusively on billable work?

Are you willing and able to delegate any work that is less valuable, from a billing standpoint?

Are you committed to recording your time, even when you really, really like the client, and even though part of the conversation or phone call is chit chat?

Can you ensure that your trust account never, ever falls below the amount that you and your client agreed to?

Are you able to place your clients on a monthly payment plan for payments that will be held in your trust account? Otherwise, you might get stuck with having to send your client a large bill.

Will you streamline your firm so that when a client hires you, you can do enough work to immediately earn all, or nearly all, of the retainer within one to two months?

In order to do hourly billing, you must answer, “Yes,” to all of these questions.

Some attorneys do not understand why they are not earning enough with hourly billing; when you look at their time breakdown in a day, some of them are only earning one billable hour a day!

You need to commit to hourly billing and time tracking as if your livelihood depended on it—because it does!

From the start, you must calculate how many hours you need to bill in order to earn what you want to earn, and then stick with those hours.

You also need to have accountability systems in place to ensure your staff will do the same. A sample employee time log is included at the end of this chapter.

If you choose hourly billing, make a commitment to ruthlessly keep time.

### **b. Flat Fee Billing**

Ask yourself:

Do you negotiate your fee even before the client reacts to the fee?

Do you feel bad about your fees?

Do you feel bad about charging a fee?

If you answered, “Yes,” to at least one of these questions, your answer reflects a mindset that you need to let go of or it will hold you back from being successful with a flat-fee billing arrangement. You must stick to your fees regardless of a client’s situation.

One of the biggest mistakes that lawyers make when billing by flat fee is failing to take into consideration anything more than just what it takes to complete the case itself; for example, they don’t factor in ongoing client contact and communication, high-maintenance clients, possible delays in a case, unforeseeable

circumstances, and more. All of these situations MUST be built into the flat fee.

You also must build all the expenses into the fee. These include postage, FedEx delivery, copies, mileage, out-of-office fees, and more. At the end of this chapter, you will find sample fee contracts, one for a general flat-fee arrangement and another for an all-inclusive arrangement (*i.e.*, one that includes the expenses as part of the fee). ATTENTION: Before using the contracts, be sure to consult your bar's ethics rules to ensure that they are compliant with IOLTA rules.

Why should you build the expenses into the fee? Learn from my firm's mistakes. Even though our intention was to bill for these costs, we never did. And on the very rare occasion when we did, the clients were upset and confused, wondering what it was they had already paid for and why the costs weren't covered by their payments. "Well, I already paid you for everything," they would say. So we decided to make it easier on everyone; we raised our flat fee to accommodate the costs.

Flat-fee billing works best when you know how many hours a certain type of case requires. To figure this out, you should track your time and your staff's time on cases to see how much time they really take. Then you calculate a flat fee that won't have you selling yourself short! A sample Daily Time Log is included at the end of this chapter.

i) Not all flat fees are equal

It is easy to fall into the trap of setting one flat fee for all case types. This fails to take into consideration the facts and circumstances of the particular case that is in front of you. Some factors that should cause your flat fee to increase are:

1. *Urgent Cases*: If you must work nights, weekends, or holidays because of the urgency of the case, this deserves an increased fee.
2. *High Maintenance Clients*: You know them when you meet them—they question your experience, your work ethic, your advice, you name it. Charge them more. You will always be glad that you did and always regret that you didn't.
3. *Length of Case*: Some cases, by their very nature, cannot be resolved quickly. For immigration attorneys, we are seeing a very long wait for U visas, for example. Because of the additional work and client contact required in a long case, set your fee higher.
4. *Likelihood of Additional Work*: Depending on your practice area, there may be additional work that could arise later in the case but might not be required at the outset. If you don't want to charge for that work separately (which can be a good idea and can be built into your contract), you should estimate the amount of time and resources it may require to complete that extra work in the event it comes up.

ii) Stay strong with your fees

Many of us struggle with sticking to our pre-determined fees. We begin to take into account the client's personal circumstances, our personal feelings about the case, the injustice of the system, etc., and then we slash prices. I call this "negotiating against ourselves." Usually, the client does not ask for a discount or a cheaper price, we just offer it.

## About the Author (long form)

### About the Author:



In 2012, after becoming disillusioned with the practice of law in large firms, Alexandra Lozano decided to start her own firm. Alexandra's experience working in "big law" had such a profound impact on her that she almost quit practicing altogether.

When she left her last firm, she relocated to Cabo San Lucas, Mexico, to recuperate and rejuvenate while deciding whether law practice was really in her future. Alexandra's husband convinced her to start her law practice in Seattle and manage it from Mexico. She agreed. There, Alexandra spent the next two years running her Seattle law firm from Cabo. She made it work by convincing herself that she "only needed a law firm earning in pesos" to get by.

Then disaster struck. While visiting Seattle to attend her own baby shower, Alexandra and her husband lost everything they owned in Cabo to a hurricane. Pregnant and practically penniless with only the belongings she had brought with her for what should've been a short trip, Alexandra and her husband were stranded in Seattle, one of the most expensive cities in which to live in America.

Faced with rebuilding her life while maintaining her law practice, she pushed on; and with the birth of her son, everything changed. Alexandra realized that she didn't become a lawyer to be poor and needed more out of life than the feeling of doing great work for her clients. Within three months of giving birth, Alexandra had rehabilitated her practice and was now heading a profitable legal business making six figures. Her three-month transformation from earning pesos to earning six figures is a true example of her determination, fortitude, and zest for life—three characteristics that she uses to fight for her immigrant clients every day.

Alexandra is a nationally recognized and award-winning immigration attorney. She is the founder of Alexandra Lozano Immigration Law PLLC, based in Seattle. In addition, as the founder and CEO of the Association of Mother Immigration Attorneys (AMIGA), Alexandra teaches other attorneys how they can transform a simple law practice into a thriving business.

Through AMIGA, Alexandra empowers other attorneys to be the CEOs of their law firms with her weekly blog and webinars, Six-Figure Solo membership, inspirational 6-Minute CEO Facebook Live show, a regularly scheduled Ask Ally coaching conference calls, and the annual Women, Power & Money in-person conference where she provides women attorneys with step-by-step guidance on how to perform the work they love while also running a profitable legal business.

In 2016, Alexandra received the American Immigration Lawyers Association Sam Williamson Mentor Award for "outstanding efforts and excellent counsel to immigration attorneys by providing mentoring assistance." Her alma mater, the Seattle University School of Law, also bestowed upon her the distinguished alumna award for "her tireless advocacy on behalf of undocumented immigrants and her innovation in creating a national network to support immigration attorneys who are women and mothers."

Alexandra and her husband share five children and are happily living in the Seattle suburbs.