

PRESS RELEASE

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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](#).

WA, SEATTLE, April 25, 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.

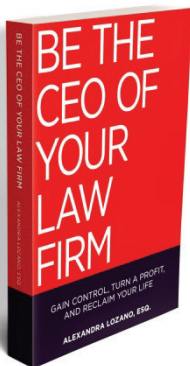
About the Author:



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)

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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 or + 1.208.440.1272.