



PODCAST EPISODE PRODUCTION:

Phase 1: Episode Planning – Initial Information Gathering

- **Episode 1:** Your Personal Story and Journey of struggling to thriving AND gaining your sanity.

Objective: Build rapport (know, like and trust) with lawyers by creating a relatable story that they can relate to as they are experiencing what went through, while also educating them to help them realise there IS another option.

Target Audience:

- Family Law lawyers who have pre-school or young children,
- Family Law lawyers nearing retirement who still want to continue to earn an income,
- Family Law lawyers in rural and regional areas who would like to expand their practice nationally and so add value to it, and
- Family Law lawyers looking for a less stressful area in which to work.

Creating a bond with them that you understand what they are going through and how you have transformed the way you do business, and they can too!

Content: Setting the stage and sharing your story of how you became exhausted and struggling with the pressures of the Family Law system.

You knew you couldn't continue doing what you were doing if you wanted to maintain your health and wellbeing AND grow your practice without burning out, so you begin to share SOME of the steps you took and how this has now been able to create a flourishing business for you.

Note: if you can think of 5 to 7 things you did and implemented, we can either briefly touch on all of these (or just cover 3, and then cover the rest in episode 2. This creates curiosity and gets them to sign up to hear the rest.

Communicate Now Pty Ltd

✉ **Address:** P.O. Box 91, Hallam Victoria 3803

☎ **Ph:** (03) 9708 6930 + (613) 9708 6930



SHOW NOTES 1:

Welcome, I'm Annemarie Cross, Podcast Host & Producer and you're listening to Part 1 of a special 3-part series with Lyn Lucas an experienced Family Lawyer with over twenty years of experience in the industry.

Lyn has been able to grow a successful practice - firstly, as a divorcee herself, Lyn has the understanding and the empathy to assist clients going through separation, and a divorce property settlement.

And, secondly - her innovative and unique online law practice, Online Divorce Lawyer.com.au, which she commenced nearly 7 years ago, which has helped to take the stress out of a divorce property settlement, as she encourages her clients to agree on a settlement in the early stages of their separation, rather than enter into dispute and conflict and the resulting stress and high legal costs.

Now, Lyn is on a mission to help other Family Lawyers who want to build a national practice, but without the stress and long hours typically required to build a successful and thriving Family Law practice.

Using Lyn's business model, will enable Family Lawyers to build a thriving national practice that can be operated from home and in their own hours. In fact, Lyn has leveraged this business model, and has successfully grown a national practice, to the point where she has been able to semi-retire since the beginning of this year.

Lyn now focuses on showing other Family Lawyers how to do the same.

On today's show she is going to share:

1. Her personal journey, what prompted her to begin Online Divorce Lawyer, and why she is now sharing all of her knowledge and showing other Divorce Lawyers how to do the same;
2. In episode 2, Lyn will be speaking about how she paved the **way for an innovative solution – Online Divorce Lawyer.com.au and the steps she took;**
3. In episode 3 Lyn will be speaking about Common Issues and challenges she sees in this profession that will lead to Burn Out and Must-do Strategies to build a thriving Family Law Practice and much more.

Welcome to the show Lyn.

Communicate Now Pty Ltd

✉ **Address:** P.O. Box 91, Hallam Victoria 3803

☎ **Ph:** (03) 9708 6930 + (613) 9708 6930



SHOW NOTES 1 – QUESTIONS:

1. Her personal journey, what prompted her to begin Online Divorce Lawyer, and why she is now sharing all of her knowledge and showing other Divorce Lawyers how to do the same;
1. investigate if there were other sites doing what I was planning to do;
2. check with the NSW Law Society that I wasn't treading on any toes - this is important as a number of lawyers could be reluctant to take on something the Law Society or Legal Services Commissioner would not approve (of course the Law Society gave me a glowing report after their FLIP enquiry recently, as I think I mentioned in an earlier email);
3. organise a website and logo, research blog items, and other resources to put on the site to be helpful to clients. Had to go with my intuition and experience, as there was no other site for me to compare!

Call To Action: Access Part 2 & 3 [and Checklist(s)] and link to where people can access

Communicate Now Pty Ltd

✉ **Address:** P.O. Box 91, Hallam Victoria 3803

☎ **Ph:** (03) 9708 6930 + (613) 9708 6930



Episode 2: Paving the way for a NEW solution that works. Here's how I did it.

Objective: To create even more curiosity in the steps you took WHILE start to subtly introduce the membership program.

Target Audience: same as previous. Creating hope and possibility for them

Content: Walk through the steps, so it goes like this:

- a. Typical problem faced by Family Law Lawyers because of the system
- b. What you implemented – the NEW approach
- c. How this has impacted you and your results

We go through this format with each step. There may be some steps that you need to provide a little more depth to, specifically if it is one you know will be lifechanging AND will encourage them to say YES I want to join (down the track)

Note: I could say 'Thankfully Family Lawyers Don't have to create all of these templates and checklists from scratch – you are giving them access to EVERYTHING and much more when they become a member of your Online Divorce Lawyer Membership program.

You'll also answer some of those questions you know Family Lawyers may have such as "What are the legalities of an online Practice. You've got that well and truly covered too, which we'll share more in Episode 3]

Call to Action: Listen to Episode 3

Communicate Now Pty Ltd

✉ **Address:** P.O. Box 91, Hallam Victoria 3803

☎ **Ph:** (03) 9708 6930 + (613) 9708 6930



SHOW NOTES 2:

Welcome, I'm Annemarie Cross, Podcast Host & Producer and you're listening to Part 2 of a special 3-part series with Lyn Lucas an experienced Family Lawyer with over twenty years of experience in the industry.

Lyn has been able to grow a successful practice - firstly, as a divorcee herself, Lyn has the understanding and the empathy to assist clients going through separation, and a divorce property settlement.

And, secondly - her innovative and unique online law practice, Online Divorce Lawyer.com.au, which she commenced nearly 7 years ago, which has helped to take the stress out of a divorce property settlement, as she encourages her clients to agree on a settlement in the early stages of their separation, rather than enter into dispute and conflict and the resulting stress and high legal costs.

Now, Lyn is on a mission to help other Family Lawyers who want to build a national practice, but without the stress and long hours typically required to build a successful and thriving Family Law practice.

Using Lyn's business model, will enable Family Lawyers to build a thriving national practice that can be operated from home and in their own hours. In fact, Lyn has leveraged this business model, and has successfully grown a national practice, to the point where she has been able to semi-retire since the beginning of this year.

On today's episode, Lyn is going to share how she came up with the innovation solution, OnlineDivorceLawyer.com.au and the steps she took.

Welcome to the show Lyn.

SHOW NOTES 2 – QUESTIONS:

- a. Typical problem faced by Family Law Lawyers because of the system
- b. What you implemented – the NEW approach
- c. How this has impacted you and your results

Communicate Now Pty Ltd

✉ **Address:** P.O. Box 91, Hallam Victoria 3803

☎ **Ph:** (03) 9708 6930 + (613) 9708 6930



Episode 3: How to grow your business without burning out

Objective: To build awareness of your membership program.

Target Audience: Family Law Lawyers who are READY to more freedom, life/work balance while growing a successful business.

Content:

- d. Why did you create the membership program?
- e. What benefits will members expect?
- f. What are some of the key features?
- g. What are some of the success stories you can share with the templates etc you give people access to? [For instance, you could say:

“One of the templates I give you in the membership program is my Service Offering Template, which enabled me to go from exhausting charge-by-the-hour model to a fixed-fee basis. In fact, my income (tripled) [or whatever result] because I was far more confident when having conversations with potential clients, etc...”

Call to Action: Register for the Membership program

Communicate Now Pty Ltd

✉ **Address:** P.O. Box 91, Hallam Victoria 3803

☎ **Ph:** (03) 9708 6930 + (613) 9708 6930



SHOW NOTES 3:

Welcome, I'm Annemarie Cross, Podcast Host & Producer and you're listening to Part 3 of a special 3-part series with Lyn Lucas an experienced Family Lawyer with over twenty years of experience in the industry.

Lyn has been able to grow a successful practice - firstly, as a divorcee herself, Lyn has the understanding and the empathy to assist clients going through separation, and a divorce property settlement.

And, secondly - her innovative and unique online law practice, Online Divorce Lawyer.com.au, which she commenced nearly 7 years ago, which has helped to take the stress out of a divorce property settlement, as she encourages her clients to agree on a settlement in the early stages of their separation, rather than enter into dispute and conflict and the resulting stress and high legal costs.

Now, Lyn is on a mission to help other Family Lawyers who want to build a national practice, but without the stress and long hours typically required to build a successful and thriving Family Law practice.

Using Lyn's business model, will enable Family Lawyers to build a thriving national practice that can be operated from home and in their own hours. In fact, Lyn has leveraged this business model, and has successfully grown a national practice, to the point where she has been able to semi-retire since the beginning of this year.

On today's episode, Lyn is going to share:

- Common Issues and challenges she sees in this profession that will lead to Burn Out and
- Must-do Strategies to build a thriving Family Law Practice
- As well as the benefits and how you can build a thriving practice with less stress and working the hours you want to work by becoming a member of OnlineDivorceLawyer.com.au

Welcome to the show Lyn.

Communicate Now Pty Ltd

✉ **Address:** P.O. Box 91, Hallam Victoria 3803

☎ **Ph:** (03) 9708 6930 + (613) 9708 6930



SHOW NOTES 3 – QUESTIONS:

- a. Why did you create the membership program?
 - b. What benefits will members expect?
 - c. What are some of the key features?
 - d. What are some of the success stories you can share with the templates etc you give people access to?
- Legalities of an online practice

Some lawyers may feel nervous about the “legality” of an online practice, perhaps wonder if their State Law Society would approve such a practice.

I spoke to our NSW Law Society some time ago, and have since been invited to take part in their FLIP (Future of Law and Innovation in the Profession) enquiry and was noted a number of times in their final report that was issued recently.

I’m sure other State Law Societies take the same view that law firms these days must be more innovative.

Fear of the unknown for many of them, because although there are entrepreneurial lawyers who are entering into online practices, to some it would be “too hard” to consider.

That is why the membership would assist them to get started without a huge expense (the monthly fee is very manageable – the annual fee would be paid with their first client!), and we would be providing them with podcasts, webinars, video tutorials and other support tools to make life easier.

Q: How can people find out more about signing up as a member?

Communicate Now Pty Ltd

✉ **Address:** P.O. Box 91, Hallam Victoria 3803

☎ **Ph:** (03) 9708 6930 + (613) 9708 6930