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Shawn Hill 0:38

Welcome into this edition of the nice job podcast. I'm your host, Shawn Hill. A special welcome to all those joining us for the very first time, you're in the right place. Hope you enjoyed today's conversation. If you liked what you hear, feel free to leave us a review, just go to rate this podcast.com/Nice Job Podcast. If you have any thoughts on our episode, we'd love to hear them. [podcast at nice job.co](http://podcast.at nice job.co) I guess for this episode is Jared Correia, CEO of Red Cave Law firm consulting. And we're talking about embracing technology to be more efficient. This is about breaking down some of those old narratives. But Jared does a great job of explaining just exactly how that efficiency is going to help your bottom line. I really hope you are ready to take a lot of notes from this episode. But if you're busy listening in while you're driving while you're doing some work, don't worry. I'll be back at the end of the episode with some concise takeaways for you. Alright, let's dive in with my conversation with Jared Correia. This episode in particular, I think is going to be one of our more interesting episodes because there's a lot of different avenues I could go with talking with these guests. And I've heard he has a podcast of his own and things like that. And he's got a lot of energy. And for those listening to this show, know that I am just holding my energy back waiting for it to explode. So I have a feeling that it's really going to come out in this episode as Jared Correia, CEO of red cave law firm consulting. Jared, thank you so much for joining us here on the Nice Job Podcast.

Jared Correia 2:20

Thanks, man. Lots of pressure, I got to bring the energy, we're giving people a better life. I am ready for it. Let's do it.

Shawn Hill 2:26

Yeah, I figured I set the bar as high as I possibly can. And then as the host on all that responsibility on fulfilling it to you ready, I'm ready, I stretched before we did this. I'm feeling good. So CEO, red cave law firm consulting, some of our listeners might raise an eyebrow as we do a lot of home search professionals and things like that. But there's a lot of topics that cross over both genres. Before we get into that, look to learn a little bit more about you, how did you? I'm gonna give a very high level and take a review on things like, how did you get into your field and your career? What drove you in that direction? Or if you fell into it, what was the thing that kept you there?

Jared Correia 3:05

My origin story? I'm ready. I was in college, and I was on the debate team in college, we were really good and went all around the country. And I think we lost the national championship at

one point when I was a senior. And so I'm going to senior college and I'm like, Alright, what do I do now? I had no clue what I wanted to do, like I was 22 years old. And I'd like, go to law school. That sounds like a great idea. So you're in law school and this is really expensive. And law is really boring. So I went to the Career Development Office at my law school. And I was like, I think I'd really like to do consulting for law firms. And they were like, that's a stupid idea. You should get a real job. So I went out and got a real job at a law firm for a few years. But then I started this, to do the consulting thing and the state of Massachusetts from the state Supreme Court launched a consulting service for lawyers. 60,000 lawyers in Massachusetts, oh my god, it's perfect. I get a ton of reps working with people. So I was the first hire for that organization. I worked there for about eight years. And then for the last six or seven years, I've been running my own consulting company. I built a national reputation there working with lawyers and as a captain only working with Massachusetts attorneys as capital the salary. So I've set up this subscription based consulting service where I work with lawyers directly, or I work with Bar Association's as their exclusive provider of consulting services. And in the last 15 years, I've probably worked with 4000 law firms running better businesses, probably every continent except for Antarctica. So it's been fun. I like the business side of it much better than the law practice side of it.

Shawn Hill 4:43

And that's interesting because I don't know if there's a large majority out there that really kind of, I don't say understands but the first thing pops in their head when they think of a lawyer or law firm is kind of the business side of it. There's a lot of lawyers that will brand themselves and sell themselves for doing what they do have champion rights, write victories and things like that. But ultimately, if it was something that wasn't turning any sort of a profit or something that you couldn't really make a living off.

Jared Correia 5:15

You wonder how many would actually sign up in the community, because it's a lot of long hours, sleepless nights, things like that, it takes on a whole lot of it. And also, what I find interesting, going into a little bit more of the broader topic we're talking about, is you also are dealing with girl sensitive material from time to time. And a lot of times, but that could end up being or end up manifesting, as is a little bit of old school ways and perhaps not an embracing of some technologies, because there's just that fear security, and often that assessment, or is that something that you've seen sometimes that there's a couple of law practices or things like that, that are fearful of technology, just purely from the well, what if someone sees something on my cloud? I have stories, many stories. And it's not just a lot of rice, it's like a lot of other businesses that have to deal with sensitive information. And there's a number of verticals to do. But yeah, I've had lawyers who say, who want to use paper, and files and old school systems, because they feel like it's safer. And in many ways, it's not. But you get the lawyer who says, but I don't want to put my stuff on the cloud, because then other people can access it. They don't realize that there are systems that you can build into something like that. There are security protocols, you can add that make it a lot easier to run something like that. And it's actually more secure. If you do it correctly, I've had lawyers who have said, Well, I don't like the cloud. But what if I fax some stuff, like nobody uses fax anymore? I'm sure nobody's going to hack a fax. I could sit

there and be like, well, that's hard to argue against, frankly, but it's going to be super inefficient. So I think for a lot of these industries, and lawyers, in particular, there's a lot of push and pull between what's convenient, and what's secure, not just for the law firms for the clients as well, because lawyers and some other professionals, also, they have this duty of managing their clients data at a higher level than like a standard business, what their ethics rules, their state laws they have to adhere to. It's just an interesting collection of responsibilities. And that's one of the reasons why I went into consulting exclusively with law firms, because not many people understand that not many people who are lawyers understand that effectively. But, a lot of lawyers turn into Luddites, because they're worried about the security of the cloud without a doubt.

Shawn Hill 7:37

And sometimes we see a little bit of that in the trades as well. I think just because the skill itself harkens back, that the hands on it is a very familiar sort of thing to, there's some that still even when it comes to, tools that help automate don't use an electric something as opposed to manual, because it's more tactile, it's more touch it, it's more feel, and ultimately, I think would be the same for lawyers, it comes down with the trades, and home service professionals.

Jared Correia 8:07

And in skilled labor in that regard, it is almost like every American folk tale that you've ever described, right? It's like the John Henry death, which is like, you gotta beat the machine. You're not out there being in the machine. Nobody wants to be a machine. Everybody wants to beat the machine. And that's true of lawyers too, for sure.

Shawn Hill 8:24

And but what it comes down to is, it becomes a Where are you losing efficiency? And what is that costing you in the long run? Because even just the basic, the thing clicks in my head, it's just thinking about manually highlighting, it's the old TV trope, and I know, it still happens to a ton of professions, but they're surrounded by everything, and they're highlighting away just being able to do that little find, digitally, the Lola and finding out is really efficient. If there is a way that you've been Chairman, through your consulting, things like that, a great place to really explain that visualization of Hey, like, this is the efficiency you're losing by not embracing technology?

Jared Correia 9:11

Yeah, absolutely. So I think the highlight. So I think what's interesting is you're talking about tradespeople, right. And maybe trades people are like building furniture or something. They're working with their hands, you're using physical tools. But lawyers don't do exactly the same thing. But lawyers embrace paper. So they like to flip through paper. They like to have documents that they can touch, very similar ethos that they have. So to convince lawyers to use technology, and I think a lot of these tactics work in other industries, as well as like, I'll take a very specific example and talk to them about magnitudes of time saving. For example, an estate planning attorney, somebody who drafts somebody who will write a client comes in, you draft a Will you do it from a template you're finding replacing your cutting and pasting. That may take

you four hours. So you get document assembly software, which is going to pull in a lot of that data from other systems, it's going to make sure that the right clauses are in place. Maybe that takes you an hour. So what I tell attorneys is like, Okay, you've now reduced the time it takes you to draft a will from four hours to one hour. So the next thing you're going to do is call your client and tell him Hey, I got great news. I'm just kidding, my services are 75%, right? No, you're not going to do that, you're going to share the same amount of money and make four times as much. So utilizing examples like that, I find a lot of attorneys say okay, my number one concern is making revenue, I want to make more revenue. Now I can make four times as much. That's great. And there's a number of other examples like that I utilize for that. But that's probably the most brutal, where I can say, do four times as much work and make four times as much money. And I think that applies to other trades as well, in certain contexts.

Shawn Hill 10:49

Yeah, I mean, the more efficient that you're going to be in maximizing your time allows you to do more. And then there's also the converse of it, which I'm interested to see how much it speaks in the law, as opposed to the trade whatever is the client side of it, right? So if you have something like, hey, I want to learn either about your problem or about the issue that you have in your dress, here's a 17 pieces of paper, I would like for you to fill out. And the reason it's 17 pieces of papers, I don't know exactly, we're going to go on pages one through three, but they'll direct you to page seven and go back from the customer journey, the client journey.

Jared Correia 11:24

Can you express a little bit about how these small little advancements in technology are going to also put you lightyears ahead when it comes to your people's experience with you. Because a lot of people are changing. And they want more contact points. And they don't want to be this long thing, they got to sift through themselves. Well, this is a really interesting thing for lawyers. So most lawyers hate to talk to their clients. And the reason that's the case is because they think their clients hate them. Sometimes that's the case, because traditionally, like if you're being contacted by a lawyer, and you're a legal consumer, or a client of that firm, the lawyer wants two things from you. They want you to get them something like a document that you don't want to get that's going to be hard to retrieve or they want money. And those are the only times lawyers contact their clients. So the notion of like nurture the notion of client journeys, like a lot of lawyers don't operate on that front at all. So what's great about that, if you can operate in those categories as an attorney, is that not only do you become more efficient, but you also convert more leads. So we're back to the revenue question. So believe it or not, like some of the statistics and legal statistics are staggering. So 64% of the time, when someone leaves a voicemail for a law firm is not returned. So you might as well just be lighting money on fire at that point. It takes an average of eight emails to schedule an appointment with a lawyer. And when I talk to attorneys, I'm like in other tradespeople as well, like compare that to the experience when I want to buy Disney Plus, I know immediately what the value is, I know it's an expensive, I click a button, and I get the entire content library that was dreamed up by Walt Disney from like now through eternity, when I'm talking to a lawyer, and this is true of other tradespeople, I may not know what they do. So I need some education, I need to figure out what the next step is. Like if a lay person said if I ask the lay person, like, what are the first three

things that happen when you hire a lawyer? They're going to say, I have no idea. I have no clue. So for lawyers in particular, and probably other traits, people who work in complex industries, there's that education component, which can take place on the intake side, you can push that through a client journey. And then it's about responsiveness and being able to answer people's questions, which a lot of lawyers are bad at. Frankly, most lawyers, I would tell you, most law firms, I would say more than 50% of law firms don't have any intake journey client journey to speak of period.

Shawn Hill 13:46

Yeah. And when you talk about that, that intake process, I think if you don't have anything to really get as much information as you can, as the connection goes that you probably end up in a lot of situations where you're wasting your time because you're not the right fit. Right. Yeah, if I mean, how important is it to have just the filtering system just in regard like there's so much deeper we go into that. But I think that I on its own is like, all right, at the very least when you start actually spending time that your time is valuable, because you've done this filtering in prior but customers aren't turned off by that, are they mean, they just kind of accepted practice now.

Jared Correia 14:22

At least as far as legal consumers. Now a lot of lawyers have gone on a lot of fishing expeditions, but it's not the clients fault. It's the lawyer's fault. They're not defining their services enough. They're not providing enough information through content marketing. They're not providing people with the next steps. So in legal terms, statistically, studies have shown this like, if you engage a lead effectively on your website, 90% of the time, they're not going to contact another lawyer before they talk to you. Now that doesn't guarantee that you're going to get the lead, but it gives you the first bite at the apple. So that gives you a lot of opportunity as a law firm. If you can get somebody engaged to like book an appointment. When, or read something you've written to provide follow up information to get people through that pipeline, to classify them to learn more about what their needs are. For lawyers, they have ethical responsibilities, in some cases to only work with clients that live in certain states. So at the very baseline level, you want to find out, can I even service this person with my license, and a lot of lawyers don't even go through that level of classification. But if you can add like three, four different classifications on to communications with a lead, you're going to have a much better idea of who you're talking to, you're going to be able to reject people without even talking to them. And you're going to have more time to do the work that you need to do to be efficient. And what's really interesting is on the back end of that, if you do this correctly, you get the right clients in law firms that are efficient, make more money. So there's a client as a company called Clio that does law practice management software, they just came out with a study that said, the average utilization rate and legal is 29%. So roughly 2.5 of every eight hours get billed to a client not collected. And for law firms that are 5%. higher than that, they make double the amount of money every five years for law firms that are 5%. Below that, they make half as much money every five years. But I think what a lot of law firms don't realize is that starting at the intake level, you need to be more efficient with intake. So you're working with the right clients, you need to be as efficient as possible as a law firm. That's how you make money. And like that's not a secret. That's true, probably every business. But statistically, that's really backed up heavily in legal terms.

Shawn Hill 16:30

And it's funny to mention, Clio has nice shovin and Cleo actually just developed the integration. So you're able to use Nice job in that sense. And for us, when you talk about coming from intake and all the way through and making sure you have the right client regardless of industry, if we find the reputation marketing side of it is, that leads to better reviews, because more often than not bad reviews are not actually structured around a bad job. It's about failure to meet expectations, right? If you're really cutting corners really bad. And it's hard, because it's like, Yes, I'll generate a bad review. But a lot of times those three stars, those mid road ones, it comes because expectations were not either addressed or stated. And sometimes it's not, like I said, the fault of the work, it comes down to you, they were expecting more because they weren't filtered out prior. But the follow up, those reviews, that social feedback, that builds in the reputation. And when we talk about efficiency, being able to establish yourself as trustworthy, and a reputable solution to a problem has to also help with an even an initial filter before they might talk to a chatbot. And things like that are now you're showing up and people have an idea of who you are.

Jared Correia 17:51

Right? Like the notion of education for a lawyer and for other people involved in complex businesses, I think it is really important. So you want to give people some sense of what it is that you do. So I referenced Clio before. Their last legal trends report is very interesting on a lot of levels, one of which is what the clients actually look for, from lawyers. So lawyers are really good about putting information on their website, which is like, Hey, I went to this law school, I went to this college, I wrote for this law review, lay people don't know anything about that, right, like I wrote. So if a lawyer says, I wrote for the transnational Law Review at Syracuse University, if I have somebody sitting at home, I'm like, What the hell is that? I have no clue. So what they're looking for is, can you solve my problem? So they want to know whether you have a niche expertise of some kind. And then they want to understand the legal process. I tell lawyers all the time. Like, they don't want to give out information about the legal process, because they've been told for years that like your work speak for yourself. You do good work, you get good clients. It's not necessarily the way it works, right. And they've also been told, just give people a taste, you don't want to give them too much information, because then they won't hire you. But I use the example of say, I say, my toilets are clogged and I have a plumber come to my house, and he's sitting in my bathroom, and he's like, it's going to take these 19 steps to unclog this toilet, it's going to be disgusting. I'm not going to be like, okay, now that you've told me that, I'm going to go do that myself. I'm going to be like, please, I want you to unclog my toilet even more now. And for lawyers it is the same thing. Like the more complex you make it. People are not going to be like, Oh, yeah, I'm going to go to law school. Come back four years from now, prosecute this case, and then I'll let you know when it's just not going to happen. So laying that groundwork is essential. And setting expectations is also important. So the other thing you mentioned that I think is really interesting is like, pitchers also don't have a great idea about expectations they should have about their lawyers, and with legal and other industries, like it's not necessarily about the reason For some people, it's about the process. Like when I was in practice, I had a lot of clients that had negative results working with me, but they weren't

happy because of how we dealt with the process. And they understand that, like, if they like you, and you did a good job, like you're not going to win every case. So there's never a point at which you can't rescue a client, and get a good review out of them in my mind. But setting those expectations up ahead of time is important. I know a lawyer does a great job gathering reviews. And one of the things he does is when clients come in, he says, What do you think about lawyers? Like, what were your negative perceptions of potentially working with me, and if a client says I thought it was going to be really expensive, he caches that information somewhere. And when the case is over, he'll say, when we started working together, you said you thought it would be really expensive, did that actually happen? And so when a new client is looking at that information, they say, okay, like, Jane Doe is here, she thought it was going to be really expensive to work with this attorney, it wasn't, maybe I'm gonna feel the same way. So I think there's a lot of groundwork, you can lay here in terms of setting up expectations, just online, when people reach out to you, but also when you have that first conversation with the client. So I think those are all excellent points that you make.

Shawn Hill 21:13

And with that last story, it also goes as you probably know, the biggest pain point or the biggest concern. So in that sort of scenario, like I might be a little bit more off, put about the money I'm spending, if perhaps, whenever I approach you, it looks like the fanciest place in the world, because now I feel like I'm just funding your Perrier and not actually know what's happening right here. So maybe it's a good opportunity, visuals or everything, like, make sure you roll up the sleeves a bit for the meeting, or something like that. But anyway, but a lot of our shops, our home service professionals, and for some of them, a lot of what they talk about is communication of why things are happening and that's the same thing as sometimes when you're in these complex sort of fields is your knowledge high advanced, but maybe the terminology or you're talking about is going over the head that doesn't come off as expertise, it just comes off as them feeling more removed, and then not feeling a part of the process. And the type of the view on the back end. I think that also goes to show that if you're able to share people's experiences, people then identify with the people that have the experience more so than the process. So for example, talking about plumber things, like maybe I am feeling confident myself, maybe I can go and fix that toilet. But then I find out that the guy wrote their view as the same type of toilet I did in his review, he's like, thank goodness, I didn't try this way. Right? It's instant. So someone in the law firm is saying, like I had a complicated case with, you know, this and this sort of involved people aren't spoiling the whole thing, but talking about the fact that, like, my biggest concern was x. And they did why, and that's why it's five stars, that's going to Savile or sorry, in part, so much trust, right off the top. So, I love preparing. So they all know the story told and it prepares the client to know what they're going to say in the review. Is there anything else that you think is something that's almost often overlooked? That plays into, like I said, that efficiency of making sure it's always the right place, right time, like prepping the customer to leave a review of the client and leaving a review at the end, I think is a very key thing. But is there anything beyond follow up or maybe additional touch points or anything like that, that you think that there's still this inefficiency there that that really could be streamlined?

Jared Correia 23:34

I mean, everything should be streamlined, in my opinion, like, and the problem with lawyers and I think a lot of other professionals as well, it's like, they have this notion in their head that they're going to be high touch businesses. And to an extent, that's true. But the question is, how do you get to the high touch? And what do you want those high touch areas to be? So exactly a law firm example, right? If I'm a lawyer, and I want to convert a client, the absolute best thing I can do is to get on a call or a video conference with them as an initial consultation. So I can work through all the issues that they have, I can find the right pricing package for them, and get them locked into my firm. Anything before that, and after that should be automated. And I think lawyers feel like, Okay, if somebody calls me, I want to pick up the phone and sell it to them. But people want speed. They want engagement online, and they don't necessarily want to talk to you. So if my mom calls me, sorry, Mom, I'm probably not going to pick up. But if she texts me, I'll respond right away. And I think a lot of consumers work like that as well. So if you're a law firm, and you say, Okay, I can get somebody into my website, I can engage them via whatever technology that is Chad, scheduling tool, whatever, get them into a pipeline, start to produce some client journey emails to them, right? So you can say Hey, welcome to the firm. Here's some information about what we do, the next thing you're going to do is sign a disclaimer. So we can meet together like sign that right here, make a payment here, then the meeting is where it's high touch. And then after that you put them into another follow up automation cycle. So they can sign an engagement agreement, get the retainer paid. That's how you want to do it. So I think lawyers misplaced this notion of high touch. And they think I gotta be high touch at every aspect of the transaction. But you want to be high touch at the right point of the transaction. And I think that's true for a lot of service professionals as well. So yeah, automation for me absolutely, as much as you can get to the point where you have one useful conversation with a lead, and then convert them and put them back into a follow up automation.

Shawn Hill 25:41

Yeah, and I guess, I mean, you always have the opportunity not only to break out of the automation, but if something comes down the line where you need another contact point, like it's there. But now and also, you're not extending yourself to have to be available 24/7, because there's so many automations, they'll be able to run at the speed they need. And it always still feels like a personal touch. It's the one thing I always shake my head at people talk about, like, Well, on the automation, because I think people like the personal touch. But there's systems in place. Yeah, I think people I think you I don't know, but I think that might have changed over the last year, people were a little bit more comfortable with technology. But I find it funny with things like chat bots, things that people go like, Yeah, well, when people think they're talking to a computer, they don't engage. But I would disagree with that. I feel like I'm not wasting my time. And then when I know it matters, like look, if maybe you're sending the robot to come paint my house. Alright, maybe a little concern at that point. But I'm talking to someone on a phone or going through the texting, I'm more or less likely to bounce around, I say, because if they're on your website, and they're going to start some sort of journey, that means they're not looking at other websites, they're not liking a thing. So if they're exploring you, then that's that's already circling your funnel and then getting a drop site down at some point, you know, skill and gravity take over, I guess,

Jared Correia 26:54

Right man, and I would not call myself a millennial by any stretch of the imagination. I think I'm right on that cut off. But I prefer online communications at the end until the point at which I feel like I have to have a conversation with someone, I only need one conversation tire service provider. And I think a lot of people feel like more is needed than that. But I don't feel like that's the case any longer at all. And you make a great point where you say, you don't set up automation so that if somebody is like, hey, I'd like to talk to a real person, you're like, screw you, you're in the automation. Now, you can still pick up the phone and contact somebody, like, that's okay.

Shawn Hill 27:31

But now you're going to be here. But nine out of 10 times, though, before they get to hand you a call, there's probably something you could answer. You know, like, Oh, hey, like, what forms of payment Do you accept? You know, that's something that could probably be a quick thing, it's also good to hop on a call and answer that.

Jared Correia 27:45

But you don't need to be like, hey, here are my five payment forms and take half an hour out of your day for sure. Don't if you're doing that.

Shawn Hill 27:53

Yeah, right. But it's very interesting, you know, as society evolves and technology, it's more and more advanced, that there's still that segment out there that might push against it. But, you know, ultimately, I think if you don't feel you understand technology, you're at the very least probably understanding efficiency. And a lot of things that you laid out during this conversation talk about well look, at the very least Just think of it like this. Maybe you don't know how that's working. Now. automations working, maybe makes no sense to you. But does it make sense to you that you didn't waste time doing this, but instead, we're able to focus on doing that. And I think if that's your takeaway, that that should help open some doors for you.

Jared Correia 28:28

Yeah, I think that's great. And one of the things I tell attorneys all the time is like, I think a lot of attorneys and probably a lot of business professionals in general, have this notion that like the pandemic has changed everything, it was unforeseen and sudden, but to my mind, like the convenience economy was here already, it's only been accelerated by the fact of the pandemic. So this was an adjustment, you're going to have to make down the line anyway, you're making a little bit sooner. But that gives you an opportunity to embrace a quicker advance and be more innovative than a lot of the businesses out there saying, I'm just going to wait for things to go back to normal, because it's not going back to normal, from a health perspective as well. But from the idea of how consumers want to engage with businesses, this is the way it's going to be.

Shawn Hill 29:11

Yeah, the handshake will return but I don't know if people are flipping through a Yellow Page and dialing a number still. going online trying to connect, I may never touch another pen. That's very true. Very true. So here in season two, I've been ending all of our conversations with one question in general. And so it's your first time listening. I kind of set it up for you there. We bring our guests on because they're experts and they study and they learn and they develop opinions and they consult and they do all these great things. They're experts, but the one thing I like to kind of make clear is even experts, there's something to look forward to. So I asked you, Jared, what is the one thing you don't know now that you're either actively working on or eager to find the answer to?

Jared Correia 29:58

Oh, that's a really good one. Question. Aside from the stuff we talked about today, I'm a huge believer in data analytics. So law firms and many businesses run on gut reactions, ad hoc reactions. They're putting out fires all the time. So I am personally always looking to learn more about data analytics, machine learning. Ai, we talked about the convenience economy is something that's ramping up right now. I think the next step beyond that makes sense is if you've got these automations that can run, let's try to put as many of those into place as possible. Let's try to make them as intelligent as possible. And at least in the legal industry, there's a pre nascent, technical aspect of technology right now. So that's something that I've been interested in for a long time, as I continue to be interested in and I continue to try to learn more about

Shawn Hill 30:55

Awesome Well, we wish you the best of luck in that pursuit and in all your other ventures as well. If someone's listened to the podcast, and you know what, they just want to hear more of your voice the dulcet tones there? Where can people you know, get in touch with you and find more about you? You know, if someone was interested in jet courier,

Jared Correia 31:11

Where should we direct them towards so many places? Um, well, I would go to my consulting website, which is red cave, legal calm. And then I have a podcast called the legal toolkit podcast on the legal talk network, which is actually a podcast network just for attorneys. We've recently rebooted it, modeled it after a late night talk show and we don't only talk about LA, so check it out. Okay, I'm very intrigued. Intrigued, right. Yes..

Shawn Hill 31:37

Anything that can be developed like a late night talk show. I've been asking Nice job for a while now. I got here as I would like a band to my left, and some sort of desk to my right. That's just the setup I need for my workflow here. So after a good line, I can send it to the band and walk on over to the desk,

Jared Correia 31:53

Give me a while to get the band.

Shawn Hill 31:57

But I was in jail. Well, we appreciate it. We will drop. If you're watching the replay, I think that we'll have those links in contact points in the description below. And if you're listening to audio only in the show notes. And that point as well. Well, Jerry, Russia, you know, good rest of your evening. And thanks again for joining us in the nice job pocket. Thank you. This is awesome. You guys are great. I appreciate it. And we appreciate you as well. For all you out there that have tuned in, especially if it's your first time, thank you so much for listening to the conversation engaging, and really just taking time out of your day to try and make yourself a better business owner and a better person at that. We are rolling right along and season two we are getting towards the final couple episodes here. I think we're like under 10. I think we're in the single digits episode here in season two and every guest, you know I'm excited about and we cannot wait to bring them to you. Until then go ahead and have yourself a good one. And remember, be healthy, be safe. And don't forget to have a little fun out there as well. Before we get to that, fun is a recap of the business. It was an absolute pleasure to speak with Jared Correia, CEO red cave law firm consulting came on the podcast and dropped a lot of information that might have been too much to keep up with. So I'm going to give you my three key takeaways for all business owners. And there's something that you took from this episode that I don't mention, please send us an email podcast at nicejob.co. First takeaway is Jared comparing those that have security concerns about cloud based or technology based documentation and how it's really more secure, but ultimately, extremely more efficient. The ability to recall old documents and create new ones. And also the ability to have a wealth of information quickly accessible will allow you to focus on key elements that are going to help you be more efficient. As always, be sure to do your security homework. That's the only thing holding you back. You might be falling behind. That goes right into my second takeaway when he talks about the convenience of the economy. In 2020, we saw such a shift, but really Jared said it wasn't so much a drastic change or something unexpected. But really the emergence of the convenience economy is coming front and center and consumers' minds. Right now if you're not embracing technology, you're probably exponentially falling further and further behind. But by getting in now, after a big needle push such as we saw in 2020 allow you to get in and find something that works within your system that can help keep your efficiency where it needs to be. And finally, my third takeaway, it's about having touch points when you need them. Jarrett talked about there's really a key moment that you need to have interaction with your customer. But ultimately the consumer wants to have touch points before and after. Those processes can be honored if needed, an engineer's opinion should be automated. Now full disclosure is someone that works at Nice job, we fully understand the importance of automation. But no matter what that automation is, it allows you to have key moments where you are having face to face interaction or personal touches that don't get you bogged down in speaking to leads that perhaps may not be best for you, or having to follow up manually with clients to get that grief review. As I mentioned, there's anything that you got from this episode we want to hear from it. So send us an email podcast at nicejob.co. We're getting on the tail end of season two. I also invite you to drop any comments and what you want to see in some upcoming episodes. We got some great guests lined up to finish up the season. We always want to make sure our podcast is serving the topics and needs that you desire. I'm your host, Shawn Hill. Thank you so much for tuning in this episode. And as

always, I want you to be healthy and want you to be safe. And don't forget to have a little fun out there as well. See you soon.