



Work Your Numbers

20% Close (1 client out of 5 intake appointments)

1.	Number of Attorney Call Request appointments	5
2.	Close rate (1 out of 5)	20%
3.	Number of new clients (line 1. X .20)	1
4.	Average hours billed per matter	6
5.	Your hourly rate	\$ _____
6.	Timely Contract hourly rate (line 5. X 1.1 for 10% premium)	\$ _____
7.	Revenue	\$ _____
8.	Cost of ACR's (5 X \$50)	\$250
9.	Net Revenue (line 7. – line 8)	\$ _____
10.	Return on Investment (line 9. / line 8. X 100)	_____ %

25% Close (1 client out of 4 intake appointments)

1.	Number of Attorney Call Request appointments	4
2.	Close rate (1 out of 4)	25%
3.	Number of new clients	1
4.	Average hours billed per matter	6
5.	Your Timely Contract hourly rate	\$ _____
6.	Revenue	\$ _____
7.	Cost of ACR's (4 X \$50)	\$200
8.	Net Revenue (line 6. – line 7.)	\$ _____
9.	Return on Investment (line 8. / line 7. X 100)	_____ %