



# Unbundling 2.0: How to Take Your Practice to a New Level

*"Increase  
your  
bottom  
line,  
increase  
your  
happiness."*

*Andrea McGinn*

## MEET THE PANELISTS



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*Moderated by Jessica Bednarz, The Chicago Bar Foundation & On Purpose Legal*

# Why should I unbundle?

MOST PEOPLE ARE GOING  
UNREPRESENTED IN COURTUP

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up to 95%

MOST PEOPLE WANT IT

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66%



# How profitable can this be?

- Cases, collection rates, and profits
- Fee arrangements and billing
- In-person vs. virtual





# How do I determine which unbundled services to offer?

## PRACTICE AREAS

Start with a practice area you are familiar with and make sure it's permitted in your state.

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## PHASES

Break down the case into phases - beginning, middle, and end.

## TASKS & DOCUMENTS

Determine the tasks and documents associated with each phase.

## PRICE

Determine the services you are going to offer and assign a price.

## MENU & SPECTRUM

Create an internal menu of services and offer a spectrum of services on your website.

# How do I price my service(s)?

- Consider everything you have to do to deliver the service
- Consider all variables, known and unknown
- Add a premium for predictability

SMOOTHIES  
LEMONADE  
JUICES

SANDWICHES  
CROISSANTS  
SALADS

OPEN:

MON. - FRI.: 7<sup>30</sup> - 18<sup>00</sup>  
SAT.: 9<sup>00</sup> - 16<sup>00</sup>

FREE WiFi

BAKES  
16<sup>00</sup> - 18<sup>00</sup>



# How do I find clients who want unbundled services?

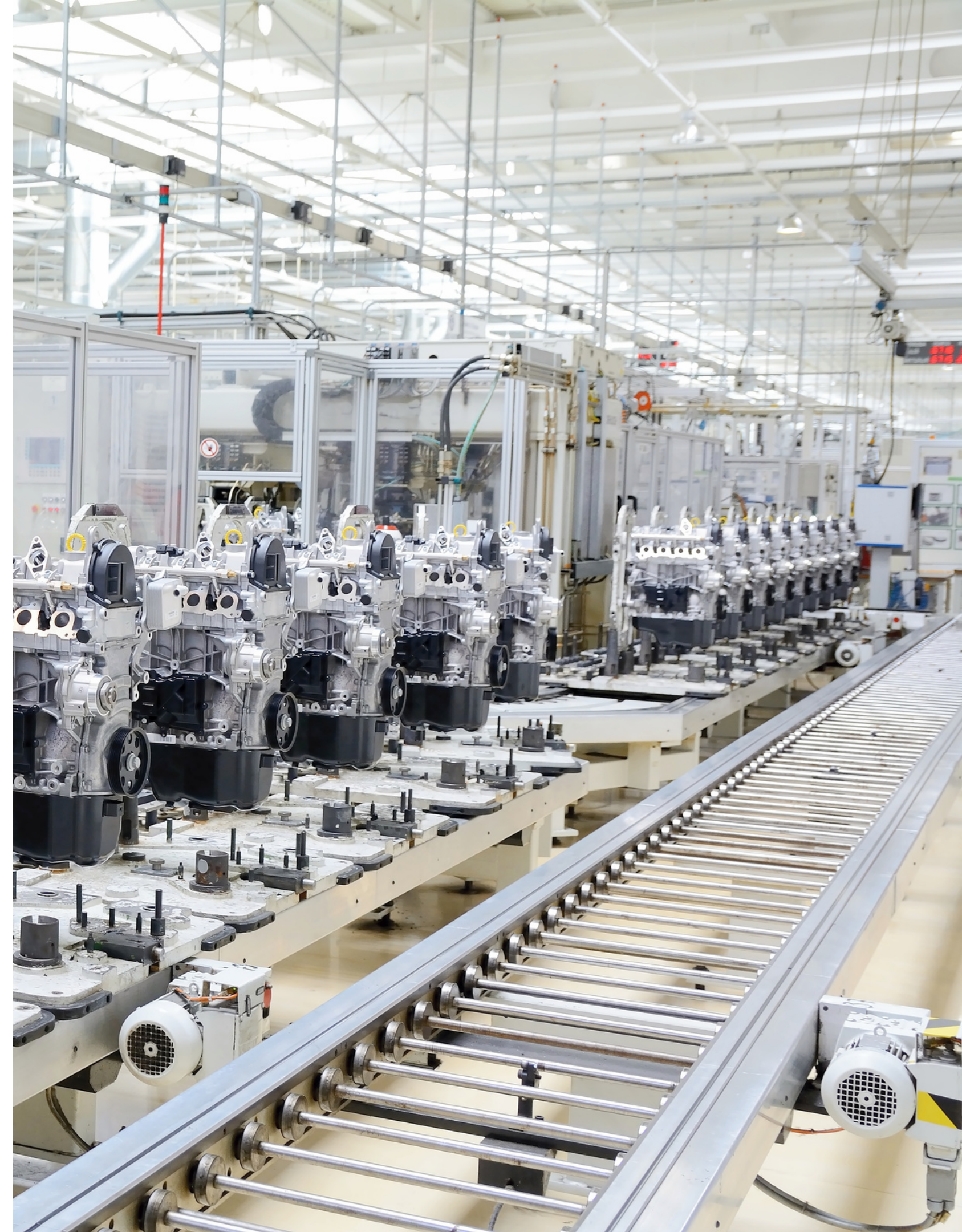
- Lots of options for language but "customized" might work best
- Build trust via social media and your website
- Market within the client consult
- Have your elevator pitch ready





# How can I leverage technology to keep my costs low?

- Automate, automate, automate!
- Map out your workflows and use tech when you can
- Combine with other tech







# Tips?

Have a good written engagement agreement

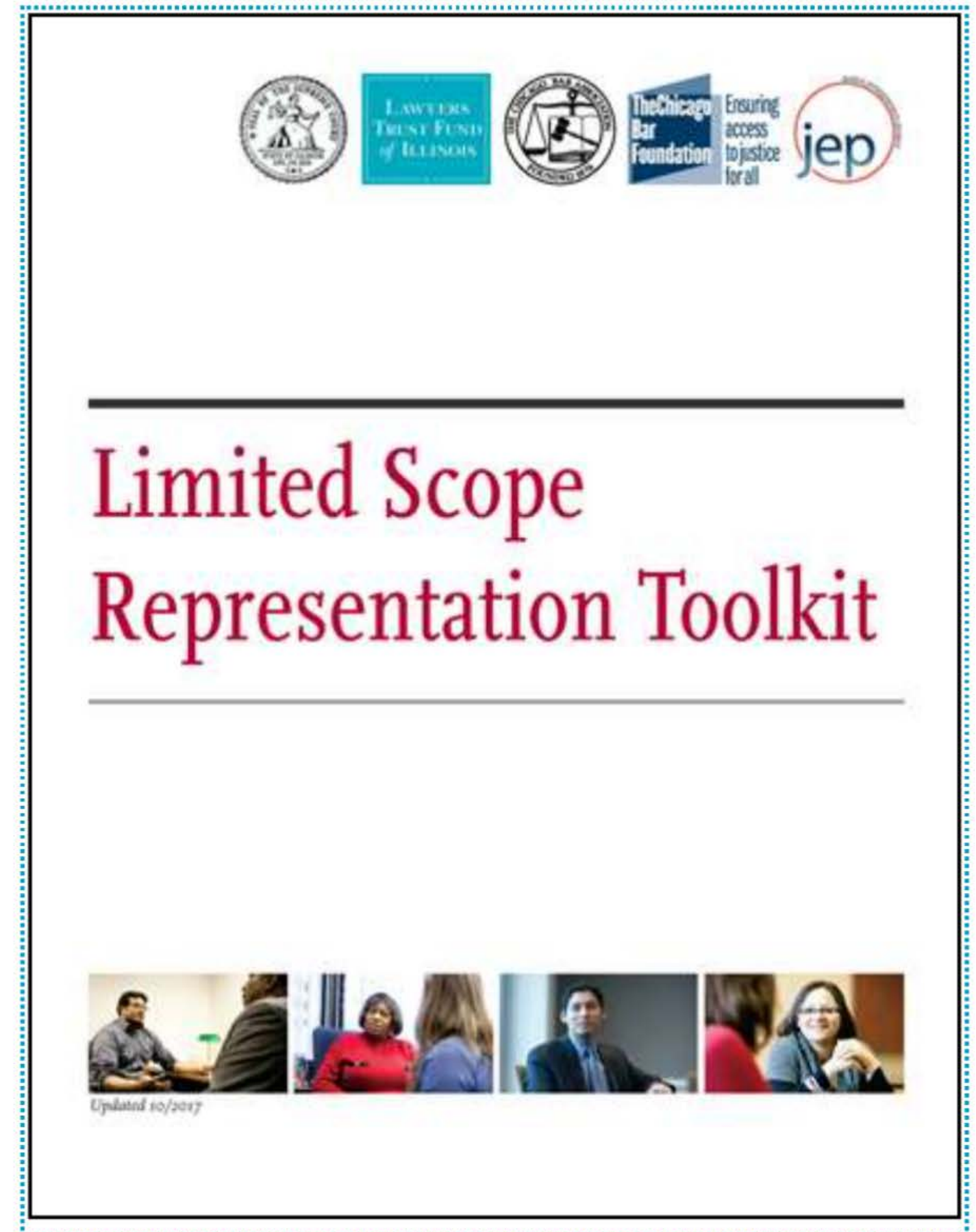
Build and flex your scope creep muscles

If something doesn't work, learn from the experience and try again

Anything else?

# What other resources can I use to get started?

- [CBF Limited Scope Representation Toolkit & Video Training Series](#)
- [IAALS Unbundling Resources Page](#)
- [ABA's Unbundling Resource Center](#)
- [Unbundled Law Facebook Group](#)
- Check out your local resources!





Do you  
have any  
questions?

## CONTACT INFO



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