

LIBERTY LAW CENTER

[Law Firm Name]

2024 GOALS		Q1				Q2				Q3				Q4				
NAME	GOAL (\$ or #)	QUARTERLY ACTUAL (\$ or #)	Q1 ACTUALS BROKEN DOWN BY MONTH			QUARTERLY ACTUALS (\$ or #)	Q2 ACTUALS BROKEN DOWN BY MONTH			QUARTERLY ACTUALS (\$ or #)	Q3 ACTUALS BROKEN DOWN BY MONTH			QUARTERLY GOAL (\$ or #)	Q4 GOALS BROKEN DOWN BY MONTH			
			JANUARY	FEBRUARY	MARCH		APRIL	MAY	JUNE		JULY	AUGUST	SEPTEMBER		OCTOBER	NOVEMBER	DECEMBER	
GOAL	REVENUE	\$1.5M	\$361,048	\$127,794	\$113,582	\$119,672	\$317,571	\$111,459	\$111,512	\$94,600	\$278,306	\$121,347	\$103,983	\$52,976	\$390,000	\$130,000	\$130,000	\$130,000
	BY PRACTICE AREA		BY PRACTICE AREA			BY PRACTICE AREA			BY PRACTICE AREA			BY PRACTICE AREA			BY PRACTICE AREA			
	[DR] REVENUE	\$577,600	\$194,621	\$65,281	\$67,603	\$61,737	\$165,868	\$64,092	\$58,444	\$43,332	\$100,111	\$51,248	\$29,448	\$19,415	\$117,000	\$39,000	\$39,000	\$39,000
	[CR] REVENUE	\$769,234	\$166,427	\$62,513	\$45,979	\$57,935	\$151,702	\$47,368	\$53,068	\$51,266	178,195	\$70,099	\$74,535	\$33,561	\$273,000	\$91,000	\$91,000	\$91,000
	BY PRACTICE AEA		BY PRACTICE AREA			BY PRACTICE AREA			BY PRACTICE AREA			BY PRACTICE AREA			BY PRACTICE AREA			
	[DR] NEW CASES						23	7	10	6	11	5	4	2	15	5	5	5
	[CR] NEW CASES						46	16	17	13	53	20	19	14	60	20	20	20
GOAL	Q4 PROFIT GOAL														\$63,000	\$21,000	\$21,000	\$21,000

NOTES

- CR: 20 NEW CASES A MONTH FOR Q4, WHICH WOULD BE A 30% CONVERSION RATE
- DR: 5 NEW CASES A MONTH FOR Q4, WHICH WOULD BE A 25% CONVERSION RATE

Q4 GOALS

GOAL NAME	GOAL (\$ or #)	Q4 GOALS BROKEN DOWN BY MONTH		
		OCTOBER	NOVEMBER	DECEMBER
REVENUE	\$390,000	\$130,000	\$130,000	\$130,000

BY REVENUE BREAKDOWN

[DR] REVENUE	\$117,000	\$39,000	\$39,000	\$39,000
[CR] REVENUE	\$273,000	\$91,000	\$91,000	\$91,000

[DR] New Cases	15	5	5	5
[CR] New Cases	60	20	20	20

Q4 Profit Goal	\$63,000	\$21,000	\$21,000	\$21,000
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NOTES

- CR: 20 NEW CASES A MONTH FOR Q4, WHICH WOULD BE A 30% CONVERSION RATE
- DR: 5 NEW CASES A MONTH FOR Q4, WHICH WOULD BE A 25% CONVERSION RATE

Q4 ROCKS

1 Develop + Implement intake mentorship program - Bill

2 Develop Criminal attorney handbook - Bill

3 Get entire Airtable caught up for all of 2024 - Crista

OTHER IMPORTANT INITIATIVES

2025 VISION DECK- OPTION 1 + 2

LIBERTY LAW CENTER

[Law Firm Name]

OPTION 1: AB PASSES

OPTION 2: AB DOESN'T PASS

OPTION 1 GOALS		Q1				Q2				Q3				Q4			
NAME	GOAL (\$ or #)	QUARTERLY GOALS (\$ or #)	Q1 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOALS (\$ or #)	Q2 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOALS (\$ or #)	Q3 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOAL (\$ or #)	Q4 GOALS BROKEN DOWN BY MONTH		
			JANUARY	FEBRUARY	MARCH		APRIL	MAY	JUNE		JULY	AUGUST	SEPTEMBER		OCTOBER	NOVEMBER	DECEMBER
REVENUE	\$2,175,000	\$465,000	\$140,000	\$155,000	\$170,000	\$510,000	\$170,000	\$170,000	\$170,000	\$570,000	\$190,000	\$190,000	\$190,000	\$630,000	\$200,000	\$210,000	\$220,000
BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA	
[DR] REVENUE	\$585,000	\$135,000	\$40,000	\$45,000	\$50,000	\$150,000	\$50,000	\$50,000	\$50,000	\$150,000	\$50,000	\$50,000	\$50,000	\$150,000	\$50,000	\$50,000	\$50,000
[CR] REVENUE	\$1,590,000	\$330,000	\$100,000	\$110,000	\$120,000	\$360,000	\$120,000	\$120,000	\$120,000	\$420,000	\$140,000	\$140,000	\$140,000	\$480,000	\$150,000	\$160,000	\$170,000
BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA	
[DR] NEW CASES	68	15	5	5	5	17	5	6	6	18	6	6	6	18	6	6	6
[CR] NEW CASES	315	75	25	25	25	75	25	25	25	75	25	25	25	90	30	30	30
OPTION 2 GOALS		Q1				Q2				Q3				Q4			
NAME	GOAL (\$ or #)	QUARTERLY GOALS (\$ or #)	Q1 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOALS (\$ or #)	Q2 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOALS (\$ or #)	Q3 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOAL (\$ or #)	Q4 GOALS BROKEN DOWN BY MONTH		
			JANUARY	FEBRUARY	MARCH		APRIL	MAY	JUNE		JULY	AUGUST	SEPTEMBER		OCTOBER	NOVEMBER	DECEMBER
REVENUE	\$2,270,000	\$465,000	\$140,000	\$155,000	\$170,000	\$510,000	\$170,000	\$170,000	\$170,000	\$590,000	\$195,000	\$195,000	\$200,000	\$705,000	\$215,000	\$235,000	\$255,000
BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA	
[DR] REVENUE	\$680,000	\$135,000	\$40,000	\$45,000	\$50,000	\$150,000	\$50,000	\$50,000	\$50,000	\$170,000	\$55,000	\$55,000	\$60,000	\$225,000	\$65,000	\$75,000	\$85,000
[CR] REVENUE	\$1,590,000	\$330,000	\$100,000	\$110,000	\$120,000	\$360,000	\$120,000	\$120,000	\$120,000	\$420,000	\$140,000	\$140,000	\$140,000	\$480,000	\$150,000	\$160,000	\$170,000
BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA	
[DR] NEW CASES	89	15	5	5	5	17	5	6	6	33	10	11	12	24	8	8	8
[CR] NEW CASES	315	75	25	25	25	75	25	25	25	75	25	25	25	90	30	30	30