

The background of the entire page is a photograph of a city skyline at sunset. The sky is filled with soft, orange and pink clouds. Several tall, modern skyscrapers are visible, their windows reflecting the low light. A construction crane is visible on the right side of the frame. A large, semi-transparent red rectangle is overlaid on the left and center of the image, serving as a background for the main text.

ADAM WILLIAMS

STATEMENT OF VISION, MISSION, AND PURPOSE

FOR OUR LAW FIRM

And Possibly For Life.

OUR LAW FIRM

Our law firm exists to help entrepreneurs and small business owners with the legal issues that keep them up at night.

When someone chooses to call our law firm, they are looking for a solution to a problem. While many of the problems appear to be legal in nature, for business owners, the issues are very much personal, financial, and reputation-focused.

OUR GOAL

Our goal is to serve as a **trusted advisor** to our clients. We hope - and expect - them to call us with legal issues. But we know we have obtained a position of trust when they call us for other issues.

We get *Excited* when someone reaches out to us for help. We take pride in the fact that we have earned the right to call someone our client. We are grateful to be in such a position.

ADAM WILLIAMS



OUR BELIEFS

Business owners can, and should, earn a profit.
In fact, they *Must* earn a profit.

If I start a business, and work as the cashier, I should get paid as the cashier. If I work pushing a lawnmower, I should get paid as a lawnmower. If I work as an administrative assistant, I should get paid as an administrative assistant. But if I took the risk and started the business, and poured my heart and soul into launching it, I should also receive compensation as the owner of that business. The founder of the business doesn't spend late nights stressing and worrying, spend time away from his family growing the business, or get up early only to earn the same compensation he would earn with a job.

In fact, if my business *Does Not* earn a profit, I don't have a business, I have a job.

The revenue that a business generates is a measure of how many people it can help, and how much it can help each of those people. The profit of the business is a measure of how efficiently it can deliver the products or services that solve people's problems.

We take pride in success. It's okay for people to drive nice cars, live in big houses, and take great vacations, as long as they did things the right way. We don't allow others to success-shame.



ENTREPRENEURSHIP

95%
95% of all net new job creation comes from companies that are less than 5 years old. In other words, new companies create jobs; old companies create and destroy jobs at a pace that cancels out. If we want to see job growth, we need to support small and new businesses.

Our team needs to understand, appreciate, and promote an entrepreneurial mindset.

Do we want all of our employees to start a business? Not necessarily, but we would definitely support them if they did.

We *Do* want our team members to have an entrepreneurial mindset. We want them to see opportunity in every misfortune. We want them to see strengths when there are weaknesses. We want them to see opportunity when there are threats. We want them to see abundance when there is perceived lack.

This is the essence of being a successful entrepreneur.

"Our team needs to understand, appreciate, and promote an entrepreneurial mindset. Do we want all of our employees to start a business? Not necessarily, but we would definitely support them if they did."



WHAT **WE OFFER**

Our law firm provides the means for a better future. Every transaction, regardless of whether it's at a law firm, clothing store, or food truck is made because the purchaser believes that his life will be better by making the purchase.

If I'm hungry, and think a grilled cheese sandwich will satisfy my hunger and provide me enjoyment, I'll spend \$12 on that sandwich. If I don't like the ways my clothes fit, I'll buy a \$1,000 suit that has been properly tailored to make me look great. If I don't like my job, I'll spend \$2 million on buying a business (and \$50k in attorney's fees) to close the transaction because it's going to create a better future for me.

When people hire our firm, we make their future better. We help them avoid problems, or we get them out of problems, and we move them closer towards their goals and vision.



WHAT **WE OFFER**



TEAMWORK

No one does it alone. We work as a team within our office. And we work as an important part of our clients' teams, along with accountants, bankers, financial advisors, insurance advisors, realtors, tax planners, marketing consultations, etc.

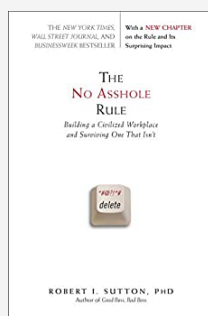
*If you want to go fast, go alone.
If you want to go far, go together.*

WHOM WE HELP

We choose our clients as much as they choose is. We do not help those who:

- Have the mindset of always being a victim,
- Are lazy or unmotivated,
- Don't listen to the good advice, or
- Do things for the wrong reason.

Most importantly, we don't work with assholes. Yes, I know that sounds harsh, but we stole it from a Stanford Professor with a Ph.D. You can buy the book here:



OUR STANDARDS

We take pride in our work. We speak and act with integrity, and we approach everything in life with honesty and compassion.

We approach every day with an enthusiasm unknown to mankind.

We work to have an impact on our community. We want small businesses to thrive. We want our clients to tell their children about how we helped them start and grow.

"We approach every day with an enthusiasm unknown to mankind."



OUR **LEGACY**

This is very important to me. I don't know what it will be yet. But I'm leaving this space available.

ABOUT **THIS DOCUMENT**

I went to Miami for a workshop with one of my mentors, and I saw his book with a similar title sitting in his waiting room. It inspired me. He runs the type of business that I want to run. He works with the right type of clients. He has a huge impact on the world. On the flight home, I started typing...

