

HELPING YOUR CLIENTS WITH “PEACE OF MIND”

By Anne Cartledge

People who seek out attorneys for help are either in a “state of discomfort” or just need “legal execution and advice”. No matter what the situation, having to deal with legal matters is overwhelming and distracts people from their professional and personal lives. Legal procedures are important and need to come first, therefore people find themselves stressed over the duration, demand, and intensity of the process. The reality of time and focus needed when dealing with a legal situation may result in clients getting behind in other areas, allowing things to get postponed or fall through the cracks, or not get done at all. Since client’s legal matters become attorney’s legal deliverables, helping clients “reduce the distractions” and “ease the burden” of being overwhelmed during and after the process can be very comforting.

Help Organize and Keep the Wheels Turning for Your Client.

Two areas of concern for people that often tend to suffer during legal processes are tasks associated with (1) home operations and (2) personal transition.

As a person’s legal representative, you may find your client asking your opinion or advice about areas that are not associated with your specific legal profession or case at hand. Clients trust you for referrals. Clients like to pick your brain and look for ways and ideas that give them “a peace of mind”. When it comes to integrating, and allocating the time to focus on the legal proceeding vs home management and personal transition, people get can get stuck and have a hard time “balancing their time”. Attorneys are in a great position to continue winning their client’s trust and confidence by sharing ideas and resources to help them navigate the steps and changes that pop up or lurk ahead.

Understanding Areas of Concern.

Identifying areas of concern outside of your legal services can often lead to repeat business and new clients. People depend on their attorney not only to represent them but to care about them and help them in general. Depending on where people are in life, they can find themselves too busy, overwhelmed, uninformed, uninterested, or unable to keep up with routine life demands and tasks. Having an attorney who is willing to listen and offer suggestions and recommendations can be a convincing component of your value in their eyes.

Offering A Sense of Security, Trust and Stability.

Attorneys are good at thinking through a comprehensive approach to give their clients a sense of security, trust, and stability through cost-effective ideas and services to help ease, alleviate, or remove the burdens and pressures associated with working with them. Part of this approach could

be to identify resources that would help with time management and stress reduction outside of your services. Areas that need consistent attention, more so in challenging times, are home management or personal transition. A good resource for this relief will be able to:

- Deter and reduce the risk of financial abuse and waste
- Alleviate stress
- Provide the confidence and trust that things get done in an organized manner
- Provide relief from task management, legwork, and detail while gaining knowledge and insight into options and needs
- Understand the “big picture” and steps needed for transition
- Realize costs savings associated with transition planning and preparation

Who Can Benefit?

If you think about it- you and/or your clients can benefit. You may be like some of your clients so you can relate to being super busy, have aging parents, or know someone who has gone through a separation or loss of a loved one. Busy professionals are concerned with the not only “making” time but “the value” of their time. Aging seniors are concerned with being taken advantage of or not having the stamina to handle life maintenance leaving them feeling vulnerable, frustrated, and uniformed. Separating spouses or individuals who lose a loved one are concerned with moving forward and starting over in life.

Offering your clients solutions of relief while working with you on their legal matters can only add good merit to your reputation and leave helpful, positive, lasting impressions.

Sharing information and suggesting options are Win-Win situations for all.

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