

# Law Firm Management Expert

*Edward Poll, J.D., M.B.A., CMC*

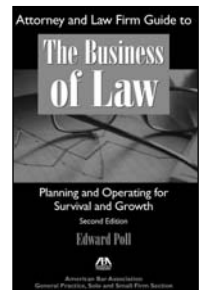
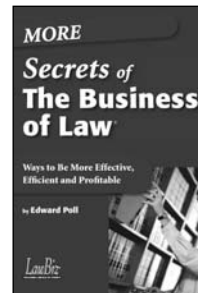
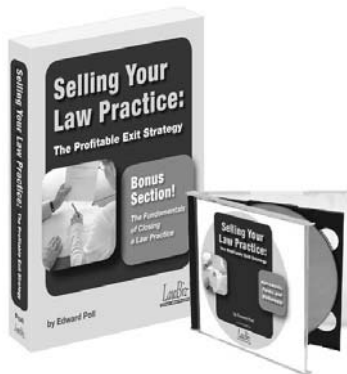
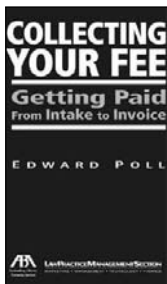
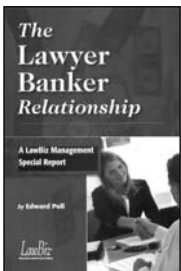
**E**dward Poll -- coach, consultant, author and speaker -- is known as "Your Practical Guide to Profit" and guides lawyers to expand their client market share and increase repeat business with less stress.

He is the author of eight management books including, *Attorney & Law Firm Guide to the Business of Law*, 2nd ed. (ABA 2002), called the "Bible of running a law practice," and *Collecting Your Fee: Getting Paid from Intake to Invoice* (ABA 2003), among others.

Since 1990, Ed has been coaching and consulting lawyers and law firms in strategic planning, profitability analysis, and practice development. He has practiced law on all sides of

the table for 25 years - as a corporate general counsel, government prosecutor, sole practitioner, partner, and law firm chief operating officer.

His firm, LawBiz® Management Company, works with lawyers to increase their profits and their effectiveness in the way they practice law. Services provide possible solutions to law practice management challenges and include legal coaching, customized consulting services, speaking and training seminars, assistance for buying and selling a law practice, law firm retreats, managing partners roundtables, articles, and other resources, including an e-zine and blog.



Edward Poll, J.D., M.B.A., CMC · Principal, LawBiz® Management Company  
Edward Poll & Associates, Inc.

421 Howland Canal · Venice, California 90291-4619

Office # (310) 827-5415 · Order # (800) 837-5880 · Fax # (310) 578-1769

edpoll@lawbiz.com · www.LawBiz.com