

What I Do:

You know how businesspeople will find a “great deal”, but don’t know how to make the deal?

Or, they “make the deal” – then lie awake at night wondering if it’s going to bite them?

Well, **I help businesspeople like that make better deals.**

Sometimes clients:

- *don’t know what they don’t know.* I help them **think through the key issues.**
- *don’t know how big (or small) a risk they are taking.* I help them **identify risk and figure out what’s acceptable.**
- *get bogged down with slow lawyers.* I help them **move the deal along quickly** by **taking deal ownership** and by **good project management.**
- *don’t know which deal they should take and which they should pass up.* I help them giving them **clarity of entrepreneurial vision.**
- *hire lawyers who must win, by convincing the other side they are the smartest guy in the room.* **I play well with others.** It’s not about winning, it’s about making a good deal and getting it closed quickly.

The result is a better deal, because key issues are covered, risk is balanced, the deal is closed quickly, the parties still like each other, and the *client sleeps better at night.*

Who I Work With:

Entrepreneurial: Creating value (not just making money); willing to take acceptable risks.

Responsive: Engaged in the project and with me.

Collaborative: Work with me, and don’t have to prove they are smarter than me.

Respectful: Respect my value (“Send me the forms – I’ll fill in the blanks.”)
Looking for VALUE, not a cheap lawyer.

Pain Points: **Not getting enough VALUE for their legal spend.**

Don’t know what next step to take.

Worried about the hidden “gotcha’s.”

Their lawyer says “I won’t let you do that.”

Their lawyer isn’t responding fast enough.

Who I Am: The "5-H Lawyer"

Humanity – understand and respect the concerns you have

Hard Work – bale hay, build fences

Humor – sometimes, we all need to laugh at ourselves and life itself – “this is going to be fun.”

Heart – I appreciate the entrepreneur’s struggle (prospecting, closing, performing, getting paid) – because I am an entrepreneur too.

Humility – My work (“closing the deal”) is valuable and important, but it’s not the iceberg – it’s only the tip. It’s what my client does with my work that makes the difference.

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