

TAKE THE PLUNGE—GOING FROM LAWYER TO LIFESTYLE ENTREPRENEUR

Mission Critical Steps, Decision & Tools To maximize Your Success

If you are a lawyer with an idea for a business or career that might give you back your life, but you have little business experience and a lot of questions, do not miss this event. With job satisfaction at an all time low, stress at an all time high and the future increasingly uncertain, many attorneys are considering leaving the law to start their own businesses.

Do not do this until you have taken this professional training led by lifestyle entrepreneur, author and brand-strategist, Jonathan Fields!

Jonathan is a former NYC mega-firm and SEC attorney turned serial entrepreneur, speaker, author and entrepreneurship coach. He has founded and sold numerous small companies, each of them outperforming the market by a substantial margin. He has been featured in *The New York Times*, *Time Out New York*, *Entrepreneur*, *Fortune*, *Vogue*, *Elle*, *Self*, *Fitness*, *Outside* and many others for his innovations in the business and lifestyle worlds. Among other ventures, Jonathan currently oversees a highly-specialized coaching consultancy that focuses on attorneys seeking to transition to a career defined by meaning and passion, while maintaining a comfortable living. He also holds interests in a number of other businesses, oriented around wellness lifestyle education and career-evolution.

This limited-attendance program is different than most. It is not a general “how to start a business” experience. Jonathan deals with the specific concerns, challenges and needs of lawyers looking to transition into more fulfilling entrepreneurial ventures and careers. He speaks from the heart and shares his own experiences, from his ego-shredding move from six-figure hotshot attorney to \$12 an hour personal trainer and then on to his eventual challenges and triumphs building businesses in the health, fitness and wellness world. He also shares how he broke into writing and speaking and the glory of splitting infinitives and writing like you speak.

In this intensive program, you will learn:

- How thinking like a lawyer can be disastrous for an entrepreneur
- The top 5 myths about owning your own business versus practicing law
- The top 5 benefits of owning your business
- The importance of building a business around passion & signature strengths
- How to handle a short-term loss of prestige during the transition
- How to test and develop your idea without leaving your job
- Why many business plans are completely wrong and how to fix them
- When not to partner, hire, borrow or take investors' money
- The difference between your real-world operating model and your business plan
- Who you need on your team, who you don't need and when
- The single most important question in determining whether you should change paths.
- How to keep one foot in the legal door, while working on your new venture

This unique program is designed not to encourage you to leave the law, but, rather, to introduce the realities and opportunities that lie ahead, should you choose to make the jump.

The program is strictly limited to the first 50 people.

[Click here to see a schedule of upcoming events.](#)