

BYRON WOODMAN

WOODMAN AND EATON



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Packaging helps law firm increase revenues by providing more value to clients

Branding and packaging has helped Woodman And Eaton, a successful law firm in Concord, Mass., grow its business by providing more value to its high-net worth clients.

“For many years, we were a traditional law firm offering the standard legal services,” Byron Woodman says. “But we now provide our clients with *The Master Plan Program*, which integrates all of their financial, legal, estate, and life planning. This unique package not only sets us apart from our competition, it broadens the spectrum of services from which we can generate revenue.”

“The packaging of our services under *The Master Plan* name makes our story much easier to tell. Prospects and clients can quickly see the value of the program. They can also see how the program works because we have also packaged the process step-by-step. This packaging makes the clients easier to close because they are more confident, and therefore, more decisive.”

To promote *The Master Plan Program*, Woodman also wrote and published a book of the same name. “The book serves as an excellent marketing tool, and gives the program much more credibility. It positions us as innovators and experts.”

“Professionally packaging our program has also given us much greater clarity about all of the added-value we can provide our clients. It is an important foundation upon which to build the future success of our company.”

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