



# Double your billable hours with Ruby.

Due to daily distractions and competing priorities, American lawyers report billing **just 2.5 hours per day**, on average. Administrative work, marketing, and business development efforts can eat up an attorney's time and bottom line<sup>1</sup>. Learn how simple adjustments can help you increase efficiency and profitability.

## 1. Minimize interruptions.

How often are you pausing mid-task? 25% of legal professionals are interrupted more than ten times per day, and 30% are interrupted between six and ten times per day.<sup>2</sup> Getting back to work after being interrupted by another task takes an average of 23 minutes.<sup>3</sup>

## 2. Increase delegation.

Why delegate? The obvious answer is more time for billable work, however delegation is key to avoiding the antithesis of efficiency: burnout. 77% of small business owners feel the effects of burnout at work, resulting in reactive decision-making rather than efficient proactivity.<sup>4</sup> Delegation creates time for more billable work.

National average:

2.5 billable hours a day.

46% of Ruby's customers:

3-5 billable hours a day.

44% of Ruby's customers:

5+ billable hours a day.

## 3. Leverage technology.

Are you avoiding or embracing all that technology has to offer? Software like Clio, Rocket Matter, and ClioGrow help attorneys manage their firms, client relationships, and case work, streamlining systems and processes into one central place to help you're claim precious time.

## 4. Outsource wisely.

How many phone calls do you get per day? How many hours do you or your paralegal spend answering them? How many potential clients slip through to voicemail? Give yourself the freedom to focus while turning more callers into clients with Ruby's live, virtual receptionists serving as an extension of your team.

That's a difference of \$32-\$165K per year!

Try Ruby today. **Get started** 

<sup>1</sup> SMALL BIZ REPORTS, 2018

<sup>2</sup> 2019 CLIO LEGAL TRENDS REPORT

<sup>3</sup> 2018 FAST COMPANY

<sup>4</sup> 2019 CLIO LEGAL TRENDS REPORT