



*Get paid faster,
manage costs &
keep more of what
you earn!*



Running a Profitable Law Practice

with Joseph Novello, CPA

Thursday, September 17, 2026

Live webinar with chat

includes 60 day replay*

9:00 am – 10:30 am (Pacific)

10:00 am – 11:30 am (Mountain)

11:00 am – 12:30 pm (Central)

12:00 pm – 1:30 pm (Eastern)

1:00 pm – 2:30 pm (Atlantic)

1:30 pm – 3:00 pm (Newfoundland)

**This program features real-time audio and video of the presenter with synchronized presentation slides, and a chat feature that allows for live Q & A. SK attendees please verify whether you align with Central (MB) or Mountain (AB) time based on season and location.*

WHO SHOULD ATTEND

This program is designed for solo and small to mid-size firm lawyers responsible for financial decisions, and lawyers who feel busy but are not seeing the financial results they expect.

ABOUT THE PROGRAM

Many lawyers are busy—but not as profitable as they should be. This program shows you why, and what to do about it.

In most small and mid-size firms, financial management is learned on the job. The result is often slow collections, uneven cash flow, and limited visibility into how your practice is performing. This practical, plain-language program with Joe Novello, MBA, CPA focuses on the financial fundamentals that directly affect your firm's results. Joe will show you how to turn your numbers into better cash flow, pricing, and profit decisions—things you can do on your own or have your CPA do for you. You'll learn how to:

- Improve cash flow and get paid faster
- Strengthen collections and manage work in progress
- Use your income statement to guide decisions
- Set and adjust billing rates with confidence
- Understand and control key practice costs
- Identify financial risks early
- Track a few meaningful performance indicators

If you've ever felt uncertain about your firm's financial performance, this program will give you a clearer, more practical way to understand and improve it.

Whether your goal is to reduce financial stress, stabilize cash flow, or build a more consistently profitable practice, Joe will help you take control of your numbers and use them to your advantage. No accounting background required, just practical tools you can use right away.

SCHEDULE (Eastern)

12:00 pm - 1:30 pm

Welcome and Introduction

How money flows through your practice

Cash flow, billing, and getting paid

Work in progress and collections

Pricing and billing rate decisions

Using financial statements effectively

Managing costs and financial risk

Key indicators of financial performance

Turning numbers into better decisions

Wrap-up and Program Evaluation

Register today! • seminarpartners.ca • 1.866.606.4212 • jennifer@seminarpartners.ca

PRAISE FOR JOE NOVELLO

- “Very impressed with Joe’s financial acumen and his ability to share that knowledge with non-financial people.”
- “What a great program. Joe was entertaining and totally committed.”
- “Really good...Explanations and examples made the materials easy to understand.”
- “Great presenter...covered the material effectively.”
- “Excellent speaker and materials. Useful far beyond the practice of law.”
- “Very useful seminar, good slides, easy to understand. Shows what a big difference a good teacher can make.”



ON: This program contains 1.5 Professionalism hours.
SK: This program qualifies for 1.5 CPD hours under the Law Society of SK CPD Policy.

BC: This program has been approved for 1.5 CPD hours of professional responsibility and ethics, client care and relations, and/or practice management.

Lawyers in other mandatory CPD jurisdictions may count their attendance towards their CPD requirement/plan.

Seminar Partners is an Accredited Provider of Professionalism Content by the Law Society of Ontario and a pre-approved CPD Provider of the Law Society of British Columbia.

MEET YOUR PRESENTER



Joe Novello began his career in accounting and management consulting at Ernst & Young in New York City. He obtained his CPA license in New York and his MBA in Finance from New York University. Joe’s vast experience was gained with

several domestic and international Fortune 500 companies as Controller, CFO and in other planning and analysis positions.

Since founding the Financial Training Organization in 2010, Joe has presented his finance programs to thousands of lawyers at in-house, bar association, and CLE provider presentations in 23 U.S. states and across Canada.

His goal is to share an easy-to-understand approach that will make practicing law less stressful and more profitable and make dealing with a client’s financial matters more manageable. He brings his real-world experience and candid opinions to his programs. He is consistently rated as exceeding expectations.

✓ **Yes, I want to attend Running a Profitable Law Practice, with Joe Novello**

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* Materials will be distributed electronically in advance. Live webinars feature real-time audio and video of the presenter with synchronized presentation slides, and a chat feature that allows for live questions and verbal responses by the presenter. The recording of the webinar is available for 60 days.

REGISTRATION FEE:

On or before August 28, 2026: \$150.00 + \$19.50 (13%) HST* = \$169.50 - Save \$25.00 + tax!

After August 28, 2026: \$175.00 + \$22.75 (13%) HST* = \$197.75

*With ON HST. Please adjust tax for attendee’s province as follows: 5% in AB, BC, MB, NWT, NU, SK, YK. 13% in ON. 14% in NS. 15% in NB, PEI & NL.

Register online: <http://seminarpartners.ca/register-for-courses/>

Register by mail, fax or phone: Return this form with payment to Jennifer Snoyer, Finance and Communications Coordinator, Seminar Partners, 2300 Yonge Street, Suite 1600, Toronto, ON M4P 1E4 Tel. 1.866.606.4212 or 647.352.8633 Fax 416.549.1619. Email: jennifer@seminarpartners.ca. Registration fee is refundable less \$50 admin fee if written cancellation received 10 working days before the program. No refunds will be made after the cancellation date. Program content, speakers and location may change without notice. See our website for all policies. In the event of program cancellation, our liability is limited to refund of registration fees. GST/HST #848208492

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