
STRENGTHENING REPORTERS

AND INCREASING PROFITS

THE EASIEST MONEY YOU'LL EVER MAKE



REPORTERS NEED TRAINING

ENGINEERING THEIR OWN MASTER OF SCIENCE DEGREE

The biggest issue in court reporters advancing is that they have two years of formal training and then have been left to their own devices for years. They may have experience, and they may be extremely good at putting a final transcript together. When it comes to value-added services and being equipped to be able to provide them, however, there aren't many reporters who can adequately step up to those tasks.

The reason for this is, after they left their formal training, reporters have been left to create their own road map ever since. Continuing education seminars have given them ideas but not a precise road map. A specific idea that may work for one reporter does not work for another. At best, it's a shotgun approach to this much bigger issue: Each reporter needs to create their own road to higher learning. They need to either be an exceptional self-starter or they need to be given the tools to be able to draw that map for themselves. The good news is I can show them how to find their way.

QUARTERS ADD UP QUICKLY

What if you could add a mere 25 cents a page to your bottom-line transcript production number every month without having to grow your client numbers or increase your monthly advertising or overhead to do it?

The answer is really easier than you think: Help your reporters do it for you.

VALUE-ADDED SERVICES

THE HARDEST SELL IS TO YOUR REPORTERS

Rough drafts, realtime, same-day expedites – I don't think I have to tell you as a firm owner how much money is out there waiting for you in the way of invoicing value-added services on every transcript invoice – if only you could get your reporters to perform.

I can tell you for a fact that the market is out there, just waiting to be cherry-picked by any of your reporters who might be capable of performing and capable of selling those services. The only piece left to put in place is teaching your reporters how.

"Training is an investment in the future of your business"

“Rough Draft Boot Camp” has been created to dangle the idea of extra income in front of your reporters while showing them what creating their own road map looks like.



IT'S HARD WORK

I'm not going to kid you (or them); it's hard work. We're talking about deciding to go for that extra degree and then backtracking to write the curriculum for it in order for them to be able to graduate from their own program.

It can be done! Reporters are known for having grit and tenacity. If they didn't possess these traits, they wouldn't even be a court reporter in the first place. It's that completely reinventing the wheel in order to improve their realtime skills so that they can "finally arrive" that's been the hard part.

All reporters started with similar basic methods in theory and style as their colleagues by the time they graduated from court reporting school and then started building upon that individually in ways that made sense to them in order to evolve into becoming an experienced court reporter. This is because there are no advanced court reporting programs out there! Being self-taught in order to advance after leaving school is the only way.

So what started out as four or five different ways to write things after leaving school with those basic theories and ways of writing has now turned into 37,000 court reporters doing things 37,000 different ways.

ROUGH DRAFTS, ROUGH DRAFTS EVERYWHERE

HELP IS JUST AROUND THE CORNER

I can help your reporters engineer their own degree. Introducing them to a way to be able to create their own curriculum -- giving them the tools they need to decide what methods will be best for them to implement into the future so that they can continue to move forward, and move forward in a big way -- is the key to the success of this program.

After a day of group Boot Camp, individual one-on-one sessions are offered so that reporters can start tailoring their efforts into goals and individualized tangible steps to get them on their way to being the Power Reporter they perhaps have always wanted to be but didn't know how.

Your reporters will start getting their everyday transcripts out more quickly; those transcripts will be more accurate and will have more polish than ever before; they will start working toward making a rough draft out of their transcripts after every proceeding as their first step in production; and before you know it, they will start selling those rough drafts to be sent out the next day and, eventually, not just that same evening but before they leave the deposition room!

You will start seeing results, and profits will start rolling in for all of you.

Routinely incorporating value-added services into your invoices is in your firm's future. We can do it together. Let me show you how!



HOW IT WORKS



YOU BRING THE REPORTERS

I'LL BRING THE A-GAME

Your reporters have tried everything else. They have acquired gems from seminars over the years and have incorporated some of them into their writing and daily routines.

Now is the time to bring together everything they've learned in an organized way that will truly move them forward. Now is the time to show them how to make every day of writing a potential rough draft income day. Selling rough drafts will start to become a part of their weekly routine, making the payoff for them, and you, a solid, never-ending money-maker!

ALL-DAY SESSION

YOUR CONVENIENCE, YOUR LOCATION

Let me come to you. Gather your reporters in a location that is accessible and convenient for you and make a plan to provide two snack breaks and a nice lunch. You can apply to NCRA for six hours of CEUs for the day-long Boot Camp, and reporters wanting to take advantage of a personal analysis session can apply for CEUs for performance coaching hours as well. *

HALF-DAY SESSIONS ALSO AVAILABLE

Need to shorten this up but still get the message out and get this party started? A half day with your reporters will get them motivated and thinking about the work it will take to start doing one-on-one sessions and get them on their way to a solid plan and setting some solid goals.

Having your reporters in a group session will inspire them to buddy up and network on a more routine basis with each other. The amount of empowerment and strength they can gain from each other is amazing! And Rough Draft Boot Camp is the perfect catalyst to make this start happening for your firm. Same rate structure, same one-on-one analysis offered, just squished into half the group session time.

* \$100 per reporter, ten-reporter minimum. Discount available for groups of more than ten. Travel and accommodation expenses not included. Paperwork will be provided for submission; NCRA fees for CEU application is the responsibility of the firm owner.

FLYER, AGENDA, AND BIO FOR REPORTERS:



Michelle Kirkpatrick

PO Box 5768

Breckenridge, Colorado

720.237.9900

michelle@kirkpatrickreporting.com

ROUGH DRAFT BOOT CAMP

PRODUCING CLEAN ROUGH DRAFTS AND SELLING THE HECK OUT OF THEM

HOW TO MAKE THEM, HOW TO SELL THEM, HOW TO START PUTTING \$\$ IN YOUR POCKET



IT'S HARD WORK

BUT IT IS NOT GOING TO BE DONE ALL AT ONCE

The purpose of this Boot Camp is to show you, as reporters, how to take everything you've learned from other Power Reporters over the years, everything you're going to learn here about writing in a more solid way, and then channeling it into creating a master plan individualized for your specific needs and wants.

There's work to do, but there is a way to make it systematic. I will show you how.

Then comes the fun part: mastering the art of creating rough drafts and learning how to sell them. When you start seeing \$\$ on the back end for all of your hard work on the front end, you are going to be amazed. The journey will be worth it, and you will love your job more than you EVER have before! Come join the fun and let me show you how you can wildly advance your writing and your profits!

A "CLEAN" ROUGH DRAFT

IT'S NOT AN "EDITED" TRANSCRIPT!

Attorneys are starting to routinely ask for a "clean" rough draft. That doesn't mean you spend the time editing the transcript and send it to them as a draft that is merely unproofed. Do you know the difference?

After reading many social media posts on this subject, and after reviewing the notes and transcripts of a few reporters, I am seeing where the confusion lies! And it's not a pretty place to be in, that confusion. These reporters have some writing theory, dictionary-building, and writing style work to do!

ALL IS NOT HOPELESS!

A good place to start getting your thoughts organized is a blog site I've created called PowerReporter.org. There, you will find short articles filled with tons of concepts and a place you can start wrapping your brain around the idea that, yes, you have work to do, but there is a systematic way of setting up a plan. With Rough Draft Boot Camp, I am going to show you how to do it.

The more time you spend reading and contemplating PowerReporter.org, the more prepared you will be for Boot Camp.

Rough Draft Boot Camp Agenda



Michelle Kirkpatrick, RDR, CRR, CRC, FCRR, CRCR (CO)

8:30 to 10:00 a.m., .15 CEUs

The Difficulty of What Lies Before You

Nobody said it would be easy, but it is definitely doable!

Why You Have What it Takes to Advance

Pay Raises That You Can Give Yourself

Investment on the Front End Will Put More Money in Your Pocket Every Time You Write

Selling Value-Added Services Means Tangible Dollars Added to Every Paycheck

****10:00 a.m. to 10:30 a.m. – Break****

10:30 a.m. to 12:00 p.m., .15 CEUs

Evaluation, Practice, and Analysis – Getting Dirty in the Trenches

The Power of Practicing with Intent

The Power of your Dictionary

The Power of Solid Writing on the Job and How to Get There

****12:00 p.m. to 1:30 p.m. – Lunch****

1:30 to 3:00 p.m., .15 CEUs

The Beloved (Dreaded?) Rough Draft Transcript!

Creating a Method to the Madness that Works For You

Speaker IDs and Throw-Away Job Briefs

One-Stroke Blurbs and Figuring Out What Will Make Your Life Easier

Macros

Rough Draft Flags/Scan Stops

How to Ease Into Selling Rough Drafts – No Pressure! Just \$\$ Made in Ways That Work for You

****3:00 p.m. to 3:30 p.m. – Break****

3:30 p.m. to 5:00 p.m., .15 CEUs

Breakout Sessions

By Basic /Advanced CRR Writing

By Software

Dictionary Maintenance Brainstorming

How a Buddy System Can Be Incredibly Empowering

Creating a Plan of Action

Questions/Discussion Session

Invitation for Personal Analysis and Goal-Setting

(.6 NCRA CEUs provided by your firm owner for attending Boot Camp)

biography

MICHELLE KIRKPATRICK, RDR, CRR, CRC, FCRR, CRCR (CO)

Michelle grew up in Iowa and graduated from the American Institute of Business in Des Moines. In 1986, she started her freelance career with a firm in Colorado Springs, moving back to Iowa and owning her own business there from 1997 to 2008. She then moved to Boulder, Colorado, and worked for the State of Colorado as an official from the fall of 2008 till the spring of 2014. She utilized her time there to obtain all of her national certifications beyond her RPR and then ventured back out into the freelance world to contract her realtime services to local and national court reporting firms. Her business has evolved into exclusively focusing on providing technical realtime, immediate rough drafts, and same-day or next-day expedites around the country. She is currently based out of Breckenridge, Colorado, and is the mother of three grown sons: Calvin, 27; Cullen, 24; and Corey, 20.

- - - - -

Michelle served on the board and various committees for the Iowa Court Reporters Association for many years and designed the website and served as the webmaster for that association for over a decade. She served as a member of NCRA's TRAIN realtime committee for two years and recently served on the board of directors for the StenoCAT Users Network.

Michelle was a National Realtime Competition qualifier in 2012 and has participated in the realtime and speed contests for the last three years as well. She is a devoted student and reporter mentor, believing that anyone who can make it through reporting school to become a practicing reporter has what it takes to further advance their skills in whatever way they aspire to.

She is the author of the JCR's published "Aspiring Realtime Warrior" article and creator of the website "The Power Reporter" (powerreporter.org), a blog site filled with creative tools for the advancing reporter.

Michelle has also spoken on realtime topics at several CR seminars, and "Rough Draft Boot Camp" has now come about because of all of these efforts, channeling her passion for the advancement of realtime writing in a way that a great many reporters can relate to. With specific tools and steps that reporters can follow as guidelines, Michelle believes that the power lies within each and every one of us to improve our writing and become that Power Reporter to create rough drafts on a routine basis with ease.

