Ali Katz · 21m · Follow

Hi [redacted] and all, I'm Ali Katz, founder of New Law Business Model. I saw your question and wanted to answer it myself, and to address some of the claims about us in this thread. Since her name has come up [redacted] was a student of NLBM from 2016 to 2018, and now offers a program you've seen referred to here.

Asking the question: "Is it useful? Is it worthy?" is exactly the right thing to ask, and I'd rather you check for yourself than take anyone's word for it, including mine.

Here's what you can verify:

I've been training lawyers since 2006, and more than 3,000 have trained with us over those years. Many took a single course and went on their way, which is what a course is for.

Our public directory lists about 500 member firms right now. Those are the firms who have passed through our training and assessment to assure us they can and will deliver on the PFL Promise. You can scroll through it and look up any of them yourself: personalfamilylawyer.com/lawyers and you'll see our philosophy around estate planning/failed planning and what we need to do about it there too.

The other 400 or so of our members are "in training" to offer Life & Legacy Planning, and get added to the website only after passing an assessment that ensures they deliver on the PFL Promise in their independent firms.

No one pays a single flat rate to work with us. Our programs range from $7500 to $45k/year depending on level of support, and you'll get the exact cost for whatever you're considering, in writing, before you decide.

You may have seen questions about how programs like ours should be regulated. That's a fair question for any lawyer to ask about any program. You'll get our full agreement before you pay anything, of course.

You may also have seen my legal name, Alexis Martin Neely. That's me. Ali Katz is the name I've gone by for years. My California bar license has been active since 2001 with no discipline, and you can look it up yourself on the State Bar of California's website.

If you want to see my work from the beginning, you can see my Today Show and Good Morning America appearances from back in my early days on my YouTube channel under that name: youtube.com/@AlexisNeely

Back then, as you'll see, I invented the estate planning model for serving families with young children before anyone else was serving families with young children, and wrote the book on it, Wear Clean Underwear. Message me if you'd like me to send it to you.

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In addition, I created the way most flat-fee estate planning firms sell their services today, though many don't know it originated from me. It was all part of my Client Engagement System, which is part of the system Laura learned from me.

And now, our next innovation is coming via Family Wealth Stewards.

Family Wealth Stewards is a new program I've created, and we're currently in beta with some of our long-term members who are testing it before we bring it to consumers. It's the future of law practice, as I see it: designed to meet the AI moment we're all in, and the identity shift I see our clients need support to make. It's a training program, and joining it doesn't make you an investor in anything other than your own practice growth, and is not yet available beyond our beta group.

If you're considering joining us, here's what I'd do:

• Talk to a Law Business Advisor and map your plan from where you are now to the practice you want, and get the right plan for you in your first year, what it costs after that, and how you leave if it isn't right for you.
• Talk to a member who practices in your state. We'll introduce you.
• Read our Trustpilot reviews, including the one-star reviews that seem to have been brought through a competitor and not actual clients, and how we have responded to each: trustpilot.com/review/newlawbusinessmodel.com

We're not the right fit for every lawyer, and for the ones we are, their lives (and their clients' lives) are changing for the better in the best ways possible.
Message me directly anytime. I'd be happy to connect and send you some of our resources to check out.

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