

The Strategic Business Lawyer

Article by: Jo Ann Joy

I am proud to say that I am not a traditional attorney. Rather, I am a strategic business attorney, and I work with clients to help them grow their businesses and achieve success. I am not focused on money, billable hours, a fancy office, partnership, or prestige. My focus is using my knowledge and expertise to help my clients reach their goals.

I am not so "specialized" that I will only work with one kind of business or that I will only work with businesses that have high revenue. A strategic attorney wants to learn everything about the client's business, the industry, the competition, the market, and anything relevant to the client's success. I want to understand the risk involved in the client's business and help the client mitigate the risk. I will not require meetings to be in my fancy office, because I want to see where you do business, how your business operates, and how you are structured.

It is my job to help you anticipate problems and devise creative solutions. It is my job to understand and review your overall business strategy and business objectives and make suggestions for changes or improvements. It is my job to help you accomplish your business goals and gain a competitive edge.

I can offer you legal advice on most business, commercial, contract, corporate, or real estate issues. I will make sure you understand the laws that regulate your type of business, and I will help you comply and implement systems to stay compliant. I will negotiate on your behalf and defend you if you are sued. I can also file a lawsuit for you, but I will always try to help you find a better resolution for your business.

I want to earn trust and respect and I hope to build long-term relationships with my clients. I will be available when and where you need me, and I will always return your calls promptly. I look forward to watching my clients' businesses create value, grow, and succeed.

Copyright 2006 Indigo Business Solutions. All rights reserved About the author

Jo Ann Joy is the CEO and owner of Indigo Business Solutions, a legal and business consulting firm. Indigo Business Solutions is a "one stop shop" for small businesses. We differ from other business consulting firms, because we offer comprehensive legal and business counseling. We can offer most of the professional services that a business requires. We work with our clients to develop strategies that create value and competitive advantage. Our goal is your success.

Jo Ann has a law degree, an MBA, and a degree in Economics, but she is not a traditional attorney. Rather, she is a strategic business attorney who works closely with clients to create and implement strategies that will greatly improve their performance and chance of success. Her background includes commercial and real estate law, accounting, financial planning, mortgages, marketing, product development, banking, and business strategies. She ran a successful business for 10 years, and she has written and given presentations on many different legal and business subjects.

You may contact Jo Ann by phone at (602) 663-7007, by fax at (602) 324-7582, by email at [joannjoy@Indigo Business Solutions.net](mailto:joannjoy@IndigoBusinessSolutions.net), and by mail at 2313 East Ocotillo Rd., Phoenix, AZ 85016

For more information about these and other important business topics and for legal consultation, please visit our website at <http://www.IndigoBusinessSolutions.net>

The future of your business starts here.