



MIKE MORSE 2021 ASSET PACKET





Bio

Attorney [Mike Morse](#) owns and operates Michigan's largest personal injury firm specializing in car, truck and motorcycle accident cases. He founded the firm in 1995 and has led his team of 150 legal professionals in winning over one billion dollars for his clients.

Mike lectures across the country on the practice of law and how to build a successful law firm. He is a member of the Michigan Association for Justice, the State Bar of Michigan, and the American Association for Justice. He is also involved in many organizations and charities including Project Backpack, a program he founded that provides free backpacks and school supplies to students most in need.

Mike has received many awards and accolades including Lawyer's Weekly Leader in the Law, DBiz Top Lawyer, Super Lawyer's Top Rated Lawyer, and 21st Century Innovator. He has also garnered coverage from prominent news outlets and renowned legal publications such as *The Today Show*, *Huffington Post*, and *Lawyers Weekly*. Mike is also often featured as a legal advisor on local news broadcasts.

Mike is a native of Detroit, Michigan and a graduate of Harrison High School in Farmington, Michigan. He began his college education at the University of Arizona where he earned a Bachelors-of-Science in business. He graduated with honors in 1989, and then earned a Juris Doctor Degree Cum Laude from the University of Detroit School of Law.

In his free time, Mike loves to explore new restaurants, travel, and spend time with his three daughters.



Head Shots





Videos

[Sizzle Reel \[02:21\]](#)

[The Gavel Awards \[03:06\]](#)

Password: 855mikewins



Speech Topic

Fireproof Performance: a Five-Step Model to Take Your Business from Unpredictable to Wildly Successful

Why do some organizations flourish while others sputter? How is it that less-polished CEOs can grow their companies at tenfold the rate of the true visionaries? What does it take to catapult a fledgling operation into an industry juggernaut?

Mike Morse knows what it takes to win. He's spent his entire career learning the answers to these questions, oftentimes the hard way, by trial-and-error. As owner of Michigan's largest personal injury law firm, which has garnered its clients \$1 billion in settlements, Mike knows that in order to transform your law firm, you must run it like a business.

In this compelling keynote, a companion piece to the #1 Amazon bestseller of the same name, Mike Morse demonstrates an expanse of little-known, yet pragmatic ways businesses across all industries can enjoy exponential growth, including:

- Realigning and fine tuning deficient areas that need focus
- Transforming the establishment into an environment where law can be practiced, while expanding the business front
- Distilling and re-interpreting the variety of complex, industry-specific factors that can hinder a company's growth
- Enjoying more right-fit, profitable clients and newfound freedom



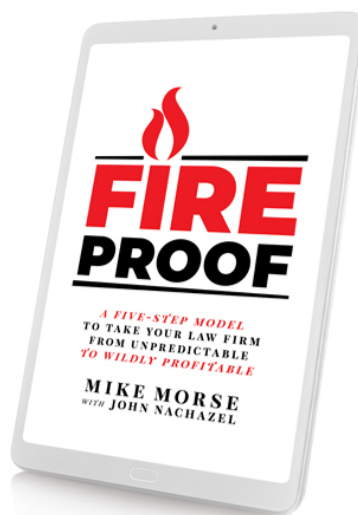
Book

Fireproof Performance: a Five-Step Model to Take Your Law Firm from Unpredictable to Wildly Successful

Skilled lawyers who open their own firms can quickly find their dream career turning into a nightmare. When the firm doesn't grow as fast as you expected, the money doesn't come like you'd hoped despite working long hours, and your less-capable peers are passing you by, it can be demoralizing and deeply frustrating.

Mike Morse has been there. The change he made that transformed both his personal life and his professional future was running his law firm like a business.

Now, along with John Nachazel, Mike has written the book he wishes he had twenty years ago. In Fireproof, the duo lay out a roadmap of business principles to help you sort out what's missing from your firm. By running your firm like a business, you are free to work in your sweet spot, doing what you love to do every day. You'll attract more clients, make more money, and enjoy newfound freedom. As your firm grows, you'll enjoy peace of mind, knowing that it will bring substantially more profitability—not more problems.





Testimonials

“Mike Morse has turned his law firm into a powerhouse business. I have witnessed his amazing success firsthand as his EOS implementer for the last 12 years. Every law firm should be learning and applying his best practices.”

Gino Wickman, *Author of Traction and creator of EOS*

“Mike’s business instinct is impressive and his marketing and advertising is literally the best and most compelling I have ever seen.”

Keith Givens, managing shareholder, *The Cochran Firm*

“I have witnessed Michael and John consistently achieve explosive and controlled growth. Adopting their best practices has transformed my law firm. Professionally, my results have never been better and personally, I have never been happier. Every lawyer that wants to run a better business should read this book.”

Darren Findling, president and founder, *The Probate Pro, PLC*

“Mike Morse is a relentless innovator; the most creative mind I’ve seen in the legal field. His proven methodology to build a fireproof firm has fueled incredible success, and will do the same for you. I highly recommend Fireproof, which is sure to become the definitive model for building and growing a successful practice. You owe it to your partners and clients to read and embrace it.”

Josh Linkner, 5-time tech entrepreneur, *New York Times best-selling author, venture capital investor*



Domestic Keynote Rates

- 15-minute Virtual Session (either a mini speech, or conversation): **\$3,000 USD**
- 30-minute Virtual Session (discussion plus Q&A): **\$5,000 USD**
- 1-hour Virtual Session (keynote): **\$10,000 USD**
- 1-hour In-Person Session (keynote): **\$30,000 USD ***

*All fees are commissionable at 25%. There are no travel fees associated with domestic keynotes. Please contact Sara Frasca at sara@fireproofperformance.com or 651-353-4448 to inquire about international rates.



Social Media

Facebook: <https://www.facebook.com/mikemorselawfirm>

Twitter: [@855mikewins](#)

Instagram: [@855mikewins](#)

LinkedIn: <https://www.linkedin.com/in/michaeljmorse/>

YouTube: [Mike Morse Law Firm](#)

Podcast: [Open Mike Podcast](#)