



Sarah M. Tetlow
Productivity Strategist & Consultant | Founder of [Firm Focus](#)
Creator of the [ARTT® Email Productivity System](#) and course

Sarah is a seasoned productivity strategist, consultant, and renowned international speaker specializing in helping attorneys and legal professionals. With a wealth of experience, a keen organizational acumen, and a strategic mindset, she empowers attorneys and law firms to enhance their profitability and operational efficiency. Additionally, Sarah is dedicated to helping her clients reclaim lost time and revenue by controlling distractions, identifying and focusing on priorities, and developing effective systems and processes.

The remarkable outcomes of her work extend beyond financial gains, as her clients experience reduced stress and anxiety, while simultaneously gaining improved focus and generating new business opportunities. Through personalized one-on-one or small team consulting, strategic planning, engaging workshops, and transformative group trainings, Sarah collaborates with attorneys, law firms, and busy professionals to cultivate proactive and focused approaches to daily management.

Sarah's unwavering commitment to focused work, combined with her distinctive and empathetic coaching approach, fosters a collaborative partnership with her clients that inspires profound learning and transformative behavioral changes.

More About the ARTT® Email Productivity System.

Sarah is a visionary creator behind the acclaimed ARTT® Email Productivity system and course. This groundbreaking program has empowered countless professionals to reclaim mastery over their email management. By mitigating the tendency to view email as a source of distraction, the ARTT® course equips individuals with essential techniques to streamline communication, track vital correspondence, and alleviate the burden of stress and anxiety associated with overwhelming inboxes.

Through a deep understanding of the psychological factors that influence our behavior combined with use of the technology, participants learn to effectively organize their email workflow. Graduates of the ARTT® course have reported remarkable improvements in responsiveness and revenue generation and a reduction in anxiety. ARTT® is available as a self-paced SaaS course and Sarah also offers private ARTT® system trainings, providing tailored guidance and support to organizations looking to enhance their email management practices.

Involvement.

Sarah is proud to have an extensive involvement in many organizations. These include:

- **ProVisors**, Executive Committee of San Francisco 12 (2019 – present)
- **National Association of Productivity and Organizing Professionals (NAPO)** (2017 – present)



- 2022 Subject Matter Expert (SME) Lead for the Essentials of Productivity Certificate of Study
- 2022 Golden Circle Member (5 Years)
- NAPO Business Approved (2021 – present)
- Member of the local chapter (NAPO-SFBA) and Special Interest Groups Speaking for Fees and Business Organizing & Productivity
- Specialist Certificates: Workplace Productivity, Team Productivity, and Essentials of Productivity
- **Association of Legal Administrators (ALA)** (2020 – present)
 - Legal Project Management Certification (2023)
- **National Speakers Association (NSA)** (2024 – present)
 - Northern California Chapter (NSANC) (2024 - present)
- **Innovation Women** (2022 – present)
 - Featured Speaker July 2022
- Contra Costa County Bar Association (CCCBA) (2020 – 2022)
- Legal Marketing Association (LMA) (2016 – 2021)
 - Bay Area LSC Secretary (2018 – 2019)
 - Bay Area LSC Programs Committee Chair (2019 - 2021)
 - Bay Area Programs Committee (2016 - 2021)

Background.

Sarah embarked on her legal career over two decades ago, empowered by her Bachelor's degree in Law & Society and an ABA Certified Paralegal Studies Certificate, both earned from UC Santa Barbara. Throughout her professional journey, Sarah has gained invaluable experience working across law firms of various sizes, assuming the pivotal roles of Senior Paralegal and Manager of Marketing and Business Development.

Having personally witnessed the immense stress that attorneys grapple with while managing multiple projects, she recognizes the daily demands of swift response times and the consequent need for frequent task-shifting and effective project management skills. It is this firsthand understanding that propels Sarah's mission and led her to establish Firm Focus. Her unwavering goal is to empower attorneys and legal professionals to regain control over their daily routines and mitigate the detrimental habits induced by their demanding workloads.

Sarah embraces a harmonious work-life balance by immersing herself in a diverse range of activities beyond her work at Firm Focus. She is happily married to Andy, who serves as the Vice President of Operations for a restaurant group, and together raising two (adorable) sons. Sarah enjoys dancing her heart out at U-Jam Fitness® and sharing quality time outdoors with her family.

Sarah is consistently seeking opportunities for personal growth and learning. Notably, she sets an annual goal for herself to read a specific number of books, such as 19 books in 2019, 20 books in 2020, and so on. With unwavering dedication, Sarah has successfully accomplished this goal each year since she adopted the habit in 2019.

During her leisure time, she occasionally indulges in "brainless" Netflix series, finding them to be a delightful way to unwind. Recently, Sarah discovered her inner fan of the hit show Survivor and

whimsically imagines herself navigating the challenges of the island, although she humorously admits she would probably fare poorly.

Presentations

- **From *Frazzled* to *Focused* Workshop, Techniques on Productivity & Efficiency**
 - CalCPA, 2024 Staff Retreat, San Diego, CA, April 17, 2024
 - Ferenczy Benefits Law Center, 2024 Retreat, Atlanta, GA, January 26, 2024
 - NYCLA, 2023 CLE Bridge the Gap, New York (virtual), November 17, 2023
 - Law Firm Alliance (LFA), 2022 Fall Meeting, Mexico City, October 14, 2022
 - Association of Legal Administrators (Charlotte), Charlotte, NC (virtual), June 22, 2022
 - Contra Costa County Bar Association (CCCBA), Bay Area, CA (virtual), June 22, 2022
 - Beverly Hills Bar Association (BHBA), Virtual, March 14, 2022 (Link to Recording: <https://www.youtube.com/watch?v=CQVaUHSLvTA>)
 - Atlanta Association of Legal Administrators (AALA), Atlanta, GA, February 16, 2022
 - Association of Legal Administrators (ALA) 50th Anniversary Annual Conference, Austin, TX, October 4, 2021 and Virtual Conference on November 18, 2022
 - CalCPA, Forensic Services Section Summer 2021 Conference, August 12, 2021
 - Forensic Expert Witness Association (FEWA), Virtual, May 12, 2021
 - The Women's Club of Silicon Valley, An Incubator of Women Leaders, Virtual, March 31, 2021
 - Women in Consulting (WIC) – Silicon Valley Group, Virtual, February 8, 2021
 - CalCPA, Managing Your Accounting Practice (MAP) – East Bay, Virtual, December 4, 2020
 - Contra Costa County Legal Professionals Association (CCCLPA), Virtual, October 7, 2020
 - Bar Association of San Francisco (BASF), 2020 Paralegal Conference: Ethics & Wellness, Virtual Presentation, August 15, 2020
 - San Francisco Legal Professionals Association (SFLPA), San Francisco, CA, February 25, 2020
 - Santa Clara County Legal Professionals Association (SCCoLPA), San Jose, CA, October 24, 2019
 - Association of Legal Administrators (ALA), San Francisco, CA, October 8, 2019
- **Designing an Intentional Workday**
 - Hoge Fenton, San Jose, CA, March 27, 2024
- **ARTT® Email Productivity Workshops or Tame the Email Beast...ARTTFully**, (Multiple Dates and Organizations 2020 – 2023)
 - National Association of Legal Professionals (NALP), Virtual, January 23, 2024 (Ask for Sample Video).
 - Beverly Hills Bar Association (BHBA), Virtual, December 15, 2022 (Link to Recording: <https://www.youtube.com/watch?v=KkjK8Xf1wME&t=1592s>)
- **Gain Control of Your Time Management in 2024**
 - San Francisco Legal Professionals Association (SFLPA), San Francisco, January 16, 2024
- **Power Up Your Project Management:**
 - JAMS Mediation and Arbitration, Virtual, December 14, 2023
- **ARTT® Email and Productivity Training in Gmail**
 - Hestan Culinary Cookware, Vacaville, CA, December 7, 2023



- **Stop Welcoming the Distractions:** Productivity Strategies to Help Set Boundaries and Manage Expectations
 - TL2 Accounting, Walnut Creek, CA, March 28, 2024
 - National Association of Legal Assistants (NALA), Virtual, February 7, 2024
 - Fiduciary Accounting Services, LLC (FAS, LLC), Walnut Creek, CA, January 11, 2024
 - Forensic Expert Witness Association (FEWA), Virtual, November 15, 2023
 - Beverly Hills Bar Association (BHBA), Virtual, July 17, 2023
 - Association of Legal Administrators (ALA) Virginia Statewide Retreat, Norfolk, VA, March 3, 2023
 - ALA Annual Conference, Kissimmee, FL, May 16, 2022
 - Private Client, June 2022
- **Delegation and Dealing with Distractions**
 - Contra Costa County Bar Association (CCCBA) Summer Series 2023, Virtual, July 13, 2023
- **It's About Time**, A Panel Discussion re Time Management for Lawyers
 - Chicago Bar Association, Career Advancement Program, Virtual, March 29, 2023 (Link to Recording: <https://www.youtube.com/watch?v=YNFbYPKoBKg>)
- **Learn to Do More, By Doing Less:** Become a Delegation Master
 - Be That Lawyer with Fretzin, Business Development Roundtable, Virtual, November 10, 2022
 - Association of Legal Administrators (ALA) Annual Conference, Kissimmee, FL, May 17, 2022
 - Private Client, May 11, 2022
- **Unleash Your Niche**, Panel Discussion of Building a Niche Practice, National Association of Productivity and Organizing professionals (NAPO), Annual Conference 2022, Baltimore, MD, April 30, 2022 (Link to Recording (must be logged into NAPO University): <https://www.pathlms.com/napo/courses/44266>)
- **A Fresh Look on Outlook:** Productivity Techniques to Mastering the ARTT of Email, Association of Legal Administrators (ALA) 50th Anniversary Annual Conference, Austin, TX, October 5, 2021
- **Productivity Tips While #WFH**, Contra Costa County Bar Association (CCCBA), 2020 MCLE Spectacular, Virtual Presentation, November 20, 2020
- **ApPEERing Productive**, Group Collaboration and Discussion, Contra Costa County Bar Association (CCCBA), Women's Section, Virtual Presentation (Multiple Dates 2020 – 2021)
- **Leading Hybrid Teams: How to be Effective with Both Remote and Collocated Teams**, co-Presented with Sean McLean, Petrinovich Pugh & Company LLP, and Belle Walker, Bellevue Consulting
 - ProVisors, Think Tank by BAWOM, Virtual Presentation, October 1, 2020
 - CPA Academy, Virtual Presentation, September 29, 2020
 - mpCPE, Virtual Presentation, August 17, 2020
 - CPA Academy, Virtual Presentation, July 13, 2020
- **Control Your Practice with the Intentional Workday**, Contra Costa County Bar Association (CCCBA), Solo Practice & Small Firm section, Virtual Presentation, August 4, 2020
- **Creating a Productive Roadmap for Success in Your Business**
 - ProVisors San Jose 1, Virtual Presentation, June 12, 2020



- ProVisors Menlo Park 1, Virtual Presentation, May 5, 2020
- **Staying Motivated and Productive While Working Remotely**, Legal Marketing Association (LMA) Bay Area, Meet-Up No. 1, Virtual Presentation, April 16, 2020
- **Pain in My App, Effective Technology Use for Improved Responsiveness and Productivity**, co-presented with Clayton Dodds of Brewer, Offord & Pedersen, Legal Marketing Association (LMA) Tech West Conference, San Francisco, CA, October 22, 2019
- **Managing Your Workday, Practice Management Strategies for Associates**, co-presented with Drew Amoroso of Due Course, Bar Association of San Francisco (BASF), San Francisco, CA, September 4, 2019
- **Time Management and Productivity Tips for the Busy Lawyer**, California Lawyers Association, Law Practice Management & Technology Section, online webinar, August 7, 2019
- **Clear the Space, Clear the Mind...Simply**, Presented for City of Pleasant Hill, Commission on Aging Conference, Pleasant Hill, CA, October 9, 2017

Publications

- Mentioned in [*35 Female Business Owners Share How They Booked Their First Client: Tips for Starting a New Business*](#), by Te-Erika Patterson, The Feisty News, November 8, 2023
- Quoted in [*Going from Frazzled to Focused: Unexpected Approaches to Time Management*](#), by Sharon Nolan, Chicago Bar Association, CBA Record Journal, Page 29, May/June 2023
- Quoted in [*How to Ease Time Tracking Struggles*](#), by Mark Brewer, Legal Management Magazine, Association of Legal Administrators, April 2022
- Quoted in [*33 Ways Not to Screw Up Your Business Emails*](#), by Anne Janzer, September 2021
- Quoted in [*10 Time-Saving Email Management Tips*](#), Hewitt Packard HP Tech Takes, by Jolene Dobbin, June 7, 2021
- [*The ARTT of Effectively Managing Your Email to Support a Successful Law Practice*](#), Legal Business World e-Magazine No. 7, Page 66, November 2020
- Featured in [*Small Business Success Story*](#), Towne Advisory Services Blog, by Ben Towne
- Quoted in [*Marketing Mindset: How to Quickly Level Up Your Productivity*](#), Placer County Bar Association, by Jen Forester, J-Forester Consulting, May 2020 Newsletter
- Contributed to [*The Ultimate Law Firm Associate's / Partner's Working-From-Home Marketing Checklist*](#), authored by Ross Fishman, April 13, 2020
- [*Pain in My App, How to Choose the Right Productivity App for You*](#), published on LinkedIn, January 8, 2020
- [*Damn, I am Procrastinating Again*](#), published on LinkedIn, January 7, 2020



- [*When You Say Yes Because You Don't Have the Time \(or Guts\) To Say No*](#), published on LinkedIn, December 3, 2019
- [*Stop Wasting Valuable Time with Inefficient Email*](#), published on LinkedIn, November 12, 2019
- [*The Day I Broke Down*](#), published on LinkedIn, October 9, 2019
- [*Working Moms, You Need to Stop Using Time to Buy Your Kids Love*](#), published on LinkedIn, September 17, 2019
- Quoted in [*Use Project Management To Tame the Client Service Beast*](#), by Laura Ernde, published on Attorney at Work, August 1, 2019
- *Budgeting the Time to Plan A Budget*, Editor's Note, co-authored with Keysha Walker, Legal Marketing Association, *Strategies*, Oct. / Sept. 2017

Podcast and Video Appearances

- [*Obtaining Inbox Zen*](#), Profit Minds Podcast with Dr. Steven Kirch, January 24, 2024
- [*How to Scale Your Business Using TORQUE*](#), Do Less Podcast with Shanice Miller, CEO of Taskly Group, August 8, 2023
- [*Cultivating Focus and Productivity*](#), Rise and Stride with Denise DeLuc Froemming, Executive Director of CalCPA, July 3, 2023
- [*Beyoncé Your Time: Be More Productive as a Busy Lawyer*](#), Exhibit (A)ttorney Podcast with Legal Ease Marketing, May 25, 2023
- [*The Managing Partners Podcast with Kevin Daisey and Sarah Tetlow*](#), Array Digital, May 25, 2023
- [*Delegating and Dealing with Distraction*](#), Counsel to Counsel Podcast with Steve Seckler, May 2, 2023
- [*Finding Focus and Changing Your Approach to Your Time Management*](#), The Law Entrepreneur with Neil Tyra, March 20, 2023
- [*The ARTT – Touch Once Philosophy to Get Your Email Organized*](#), Be That Lawyer with Fretzin Podcast, December 9, 2022
- [*Be More Productive By Taming the Email Beast*](#), Ep. TRP0092, The Rainmaking Podcast, Scott Love, April 2022
- [*Applying the ARTT Method to Organize Your Emails*](#), Legal Mastermind Podcast, Market My Market, March 21, 2022
- [*Taming the Email Beast*](#), Ten@10, Conversation with Paula Matison Sierra of Power Marketing SF, July 15, 2021



- [Finding the Focus to Increase the Bottom Line](#), The Legal Marketing Catalyst, Conversation with Sharon Berman of Berbay Marketing & PR, Episode 91, June 2021
- [Maximizing Your Time & Life](#), Be That Lawyer Podcast, Conversation with Steve Fretzin, January 25, 2021
- [Getting More Done with Sarah Tetlow](#), Lawyer Business Advantage, December 17, 2020
- [Reducing Stress Within the Legal Field Through Streamlined Processes](#), Technology for Mindfulness No. 84, Robert Plotkin, September 28, 2020
- [Billable Hours Still Required of Attorneys?!, Experts on Call](#), Video Interview, Avid at Work, May 7, 2020
- [Life Design for Lawyers Podcast, Episode 3: Sarah Tetlow, Legal Productivity Consultant](#), Life Design for Lawyers, May 5, 2020
- [Legal Mastermind Podcast Expert Round-Up #1: Tips for Getting Through COVID-19 as a Law Firm](#), Legal Mastermind Podcast, Market My Market, April 22, 2020
- [Partner Podcast #51, Staying Focused Through Distractions and Interruptions To Feel More Accomplished](#), Partner Podcast, Attorney Search Group, April 14, 2020
- [Partner Podcast #43, Legal Productivity and Mindset](#), Partner Podcast, Attorney Search Group, January 7, 2020
- [Empowering Yourself to Become More Focused and Effective](#), Legal Mastermind Podcast, Market My Market, December 31, 2019
- [Wonder Woman in Business – Sarah Tetlow](#), Freeman Means Business Podcast, December 3, 2019

Memberships:



Select Clients and Organizations Presented to:

