

January 2023

**From the Desks of Your D.C. Bar Practice Management
Advisors**



5 Ways to Jump Start Your Marketing in 2023

Do you want to jump start your marketing in the New Year? If you haven't been actively marketing your law firm, or your marketing efforts have been limited, start with these steps to get your marketing campaign going. These suggestions require little funding and have worked for countless lawyers.

1. **Start at the end and work backwards.** Who do you ultimately want walking into your office to hire you or calling you to set up an initial consultation? Who is your ideal client and what is the work they asking you to do for them? Understand your target market and the legal services you want to provide, then work on meeting those clients where they go for recommendations and referrals. The more you know about how your ideal

client processes the problem, the better you will be messaging about your solution to that problem.

2. **Develop your list.** Utilize the network of people that you already know and build and maintain relationships with them. Compile their names, addresses, telephone numbers, and email addresses in a spreadsheet or utilize a contact management software online like Clio Grow or Monday. Keep this list up-to-date every time you meet a new contact or potential client, and use your list to send email newsletters, holiday cards, and marketing promotions. Your list should include:
 - Current clients
 - Former clients
 - Family
 - Other attorneys and business professionals
 - Targeted potential clients
 - Educators, business owners, religious persons in your community
 - Anyone who could recommend you or refer your business
3. If you are just launching your firm now (or recently launched but didn't announce it), create a law firm announcement and send it to every person on your list. Stand out from the crowd and get attractive hard copy announcements printed. People rarely get mail that isn't junk anymore and everyone's email inbox is already flooded, so your printed law firm announcement is sure to catch your recipients' attention. For people on your list for whom you don't have a physical address, an email version or social media post in the same style as your announcement is appropriate.
4. If you have already launched your firm, then send out a newsletter and update everyone about what you've been working on, what changes in the law have happened recently in your practice area, or any new insights you have on your practice area. Your newsletter can also be sent out in hard copy format to those you have addresses for.
5. For existing firms that need a boost, another option is to offer a promotion or package your legal services in a new way and offer it to those on your list. This concept of a soft launch could help you test out a new offering or pricing structure for legal services. Gather data and feedback from this soft launch and allow it to guide you in future marketing efforts.

Whether you are starting a firm from scratch or growing and managing an existing firm, PMAS has resources to help you create and meet your business goals. To schedule a one-on-one meeting with us, email PMAS@dcbar.org. For courses and trainings we offer free to DC Bar members, visit our [website](#).

Turn chaos into collaboration.
Work Together with netdocuments

Learn
More >

Basic Training & Beyond

If you're starting a firm, [Basic Training & Beyond](#) is a great jumping-off point. Day One will teach you the essentials to get your firm off the ground, and Day Two will help you grow and manage your firm.

Here is how to start, grow and manage a law firm in a large, urban market during a pandemic. Our monthly [Basic Training & Beyond](#) is set for January 3 & 17, 2022 / 9:15 a.m. – 4:30 p.m. We will meet in-person in the Williamson Conference Room on the third floor of Bar Headquarters. Attendees must comply with these [protocols](#) to enter the building. The program is presented monthly for members and law firm staff.

[REGISTER HERE](#)

This program has been presented more than three hundred times for more than 4,000 lawyers over the last fourteen years, and many have launched and are now operating small law firms. We stay connected with many small firms, and what we learn informs the content for this program.

Lunch & Learn

All sessions begin at noon EDT.

Join us in 2023 for these [Lunch & Learn programs](#):

- January 26, 2023 – How to Create Standard Operating Procedures (SOPs) That Save Time and Money in Your Law Practice

- February 16, 2023 – Stop Wasting Time on Tire-Kickers

Read more at [Small Firm Lunch and Learn Series](#)

All programs begin at Noon. You may attend by Zoom video conference.

[SEE ALL SESSIONS](#)

Managing Money

On March 13, learn how to onboard a new client by creating the appropriate fee agreement; make the proper entries onto the client ledger and trust account when needed; track the established earning mechanism; and make proper entries in the firm's operating or business account. Our next in-person and Zoom session of Managing Money is set for March 13, 2023, 9:00 a.m. – 12:30 p.m.

We also present Managing Money on request for a law firm or organization.

[Register for an upcoming session or schedule a session for your firm here.](#)

Successful Small Firm Practice Course

We have launched the Successful Small Firm Practice Course in a new way . . .

Are you interested in a business incubator approach to growing your law firm? Consider this Course, which has been a staple for several years as a series of multi-session programs focused on starting & growing a firm with attendees creating work product for the firm. Now we offer the course upon request on an individual basis designed to help the lawyer develop their firm in a series of one-on-one sessions. The Course will be able to focus precisely on the type of firm the member wants to create and will take place at a pace that suits the lawyer. Lawyers work through their business and marketing plans and have built-in accountability for achieving their business goals. If you are interested in this approach to creating and growing a law firm, contact PMAS@dcbar.org.

Resources

The Lunch and Learn Series is [here](#). New programs are added regularly. Recordings and materials from recent programs are [here](#). If you have an idea for a program, let us know at: lunchandlearn@dcbar.org

And if you missed **Take a Tour of MyCase** with Valerie Amparan, **Modern Business Development: Winning Clients & Talent Online** with Sameena Kluck, **Thriving Not Just Surviving: Boundary Setting in Practice** with Niki Irish and Sharon Greenbaum, **Cyber Exposure for Law Firms** with Mark Lefever, **Upgrade Your Personal Operating System** with Anne Collier, **How to Build a Brand as a Lawyer** with Tim Ito and Janet Falk, **Officing at Carr WorkPlaces** with John Birmingham, **5 Steps to Grow Your Firm Online** with Annette Choti, **Vetting Technology** with Sharon Nelson & John Simek, **Working with Clients in Trauma** with Katharine Manning, **Manage the Challenges of Going Back to In-Person and How to Improve Your “Stage Presence”** with Ingela Onstad, **5 Steps to Creating Great Marketing Content as a Lawyer** with Tim Ito and Boney Pandya, **How to Start or Expand Your ‘Low Bono’ Legal Practice by Joining DC Refers** with Charlie Lemley & Jennifer Lyman, **Negotiation Essentials** with Max Bevilacqua, **How Can DocuSign Help a Law Firm Manage Agreements** with Rob Everette, Lucy Nagasawa, and Rory Sullivan of DocuSign, or any of our other programs, here are the [recordings and materials](#).

More news from PMAS ...

We are contributing to the Bar's blog at [Duly Noted](#).

If you are interested in a practice management assessment, [click here](#).

- Kaitlin & Dan

In other news . . .

Here is the Lawyer Assistance Program [Dispatch](#) newsletter for the Summer. For the results of the groundbreaking study on attorney mental health and well-being, [click here](#).

Here is new ethics guidance on Restrictions on Accepting a Legal Fee For Benefit of Certain Incarcerated Persons Before Notifying Prior Counsel of Record:

[Legal Ethics Opinion 384](#)

For more information on PMAS programs, [click here](#).

CLE, Communities Events & Pro Bono:

Continuing Legal Education programs are [here](#).

Communities Events are [here](#).

Pro Bono Center training programs are scheduled [here](#).

As we return to D.C. Bar Headquarters for meetings and events, everyone entering the building will need to comply with the [COVID Guidelines](#).

Our Practice Management Advisors are:

Kaitlin E. McGee / kmcgee@dcbar.org / [202-780-2764](tel:202-780-2764)

Daniel M. Mills / dmills@dcbar.org / [202-780-2762](tel:202-780-2762)

Practice Management Advisors have a free and confidential relationship with D.C. Bar Members pursuant to Rule 1.6(j) of the D.C. Rules of Professional Conduct.



Serving our members so they can serve the community

901 4th St NW Washington, DC 20001 USA [202-737-4700](tel:202-737-4700)