



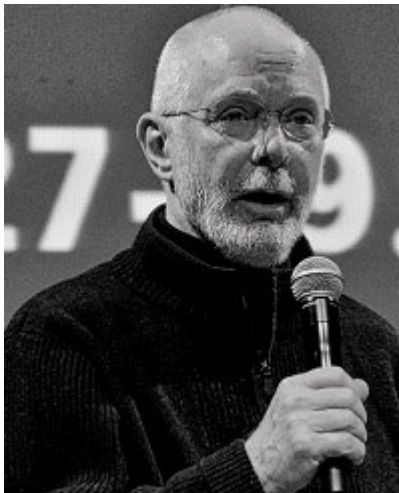
# PRACTICE MANAGEMENT

ADVISORY  
SERVICE

## Practice 360° Newsletter

February 2022

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



Daniel M. Mills

#### Are you being clear?

One of the biggest struggles in marketing is creating a clear message for potential clients. As the saying goes, "If you confuse, you lose," and revenue suffers. We've arranged a program that will help you clarify your message to clients and explain the problems you solve and the value you offer.

On February 24, at Noon on Zoom, David Skinner and Karen Dunn Skinner, two lawyers with decades of experience, will show you a simple, proven communication formula so that you can create a clear message that will speak to potential clients.

Karen and David will show you that when you clarify your message, your website starts working for you, colleagues and staff become a powerful sales force, and clients will repeat a viral message that spreads.

Karen and David operate [Gimbal-Lean Practice Management Advisors](#) and help lawyers run their practice like a business.

Join us February 24 at Noon on Zoom for this program titled **Perfect your pitch! Grow your revenue and reputation with a clear marketing message that attracts your ideal clients!** [Register here.](#)

-- Kaitlin and Dan



Kaitlin Forster

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District of Columbia Bar

## Lunch and Learn



All Lunch and Learn programs begin at Noon on Zoom.

Register for any or all at [lunchandlearn@dcbar.org](mailto:lunchandlearn@dcbar.org)

**February 24, 2022**

*Perfect Your Pitch | Grow Your Revenue and Reputation with a Clear Marketing Message That Attracts Your Ideal Clients*

**Register**

Read more at **Small Firm Lunch and Learn Series**

All programs begin at Noon. You may attend by Zoom video conference. Register for any or all [here](#).

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](mailto:lunchandlearn@dcbar.org).

And if you missed *Are You Lawyering or Laboring* with Maddy Martin, *How Hive Mind Can Help Your Law Firm* with Sara Kropf, Pratibha Agarwal & Jane Lemley, *A Higher Bar: How to Exceed Client Expectations in a Virtual World* with Tim Bedford of Ruby.com, *Protect Your Law Firm from the Biggest Security Threats of 2021* with Tom Lambotte, *What Small Firm Lawyers Need to Know about Malpractice & Cyber Insurance* with Mark Lefever, *Local SEO for Law Firms* with Casey Meraz, *Automating Billing and Accounting for Lawyers* with Deborah Schaefer, *Write Your Marketing Plan Now* with Mary Ellen Hickman, *20 Ways to Increase Your Firm's Online Visibility* with Annette Choti, *Next Level Online Oral Communication & Advocacy Skills* with Christine Clapp, *Collaborative Law Practice* with Alice Ahearn & Emily Baker, the *5 Most Common Trust Accounting Mistakes* with Tom Boyle, or any other programs this year, here are the [recordings and materials](#).

## Basic Training & Beyond



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 February 9 and 16 (9:15 a.m. – 4:30 p.m.)

We will meet by Zoom videoconference. [Register here](#).

This program has been presented 290 times for more than 4,000 lawyers over the last thirteen years and many have launched and are operating small law firms. We keep in touch with many small firms and what we learn informs the content for this program.

# Managing Money



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.

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

## PMAS Calendar

### February 2022

**February 9** – *Day 1 of Basic Training & Beyond*

**February 16** – *Day 2 of Basic Training & Beyond*

**February 24** – *Perfect Your Pitch | Grow Your Revenue and Reputation with a Clear Marketing Message That Attracts Your Ideal Clients*

## PMAS Links and Free Downloads

[Law Firm Management Assessment \(Self-Check\)](#)

[Small firm legal trends and compensation reports](#)

[e-Manual for Basic Training & Beyond](#)

[More PMAS programs](#)

## Ethics

Here is new ethics guidance on **Lawyer-Directors Representing Entity-Clients**, [Legal Ethics Opinion 382](#).

## Other Events

For the results of the groundbreaking study on attorney mental health and well-being, [click here](#).

[Continuing Legal Education programs](#)

[Communities Events](#)

[Pro Bono Center training programs](#)

## COVID Resources

[Coping During COVID-19: You Are Not Alone](#) (D.C. Bar, Lawyer Assistance Program)

[COVID-19 and Well-Being](#) (D.C. Bar, Lawyer Assistance Program)

[Well-Being Tips for Working at Home](#) (D.C. Bar, Lawyer Assistance Program)

[Bracing for the Unexpected: Disaster Preparedness for Lawyers](#) (D.C. Bar, Practice Management Advisory Service)

[Quick Start Guide to Launching a Firm During the Pandemic](#) (D.C. Bar, Practice Management Advisory Service)

[New Law Firm Quick Start Technology Guide](#) (D.C. Bar, Practice Management Advisory Service)

[Working Remotely During the Pandemic: A Guide to Bar Member Benefits](#) (D.C. Bar, Practice Management Advisory Service)

[Legal Ethics in the Age of Coronavirus](#) (D.C. Bar, Legal Ethics Program)

[Link to other D.C. Bar Covid-19 Resources](#)

D.C. Bar Practice Management Advisory Service | 202-737-4700  
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