

July 2023

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



Fostering a Growth Mindset in Your Firm

by Kaitlin E. McGee

When starting or running a law firm, we often hear from attorneys who are worried about all the expenses that add up – office space, software, accounting assistance, fees to create an entity, etc. They want to know what the minimum is that they need to invest to get their firm up and running. This makes sense from a practical standpoint, but I like to encourage lawyers to think bigger when they are launching a business.

The more we operate from a fixed mindset, such as “I only have \$___ to start my firm, and then it needs to make \$___ to support me and my expenses,” the more we try to cut costs and shrink our goals and objectives to fit our budget. However, the amount you can cut

from any business budget is limited, while your earning potential as a lawyer is expansive. If you shift your focus to working on your business, identifying your ideal clients and referral sources, and then finding as many ways to get in front of them as possible, you will soon find that your revenue grows. Plus, the time and energy you spend on marketing and networking with referral sources is not only better for your business, but it also feels better.

Money is like energy – the more you try to contract and limit the expenditure, the less you will create and have at your disposal. If you know energetic people, you'll notice that they don't try to conserve their energy; they spend out. If you've made smart financial decisions relating to your business, spend the rest of your energy growing, rather than worrying or second-guessing those choices. Go to that event, send that newsletter, host that party – get yourself out in the world and grow your revenue. There is no limit to your potential.

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 D.C. Bar members, visit our [website](#).

AI for Law Firms

Are you using video or audio content to market your law firm? I find myself suggesting this type of content to lawyers more and more, especially as creating quality audio and video content gets easier and open rates for email marketing continue to plummet.

If you host webinars or want professional sound on your online meetings, you could try [Krisp](#), which uses AI to cut out background voices and eliminate background noise and echoes.

If you're creating podcasts or video content, both [Descript](#) and [Adobe Podcast](#) can help you improve the sound of your audio. This means that you don't have to invest as much in an at-home studio setup or even a special microphone to record. These tools can help you create studio-quality sound even when recording remotely with basic earbuds or a low-cost microphone.

If you are using AI in your firm, let us know how at PMAS@dcbar.org.

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.

Our monthly [Basic Training & Beyond](#) is set for **July 6 & 13, 2023 / 9:15 a.m. – 4:30 p.m.** We will meet in-person in the Williamson Conference Room on the third floor of D.C. 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 and Learn

Join us for upcoming [Lunch & Learn Programs](#), including:

- July 20 – [Law Firm Liability Exposures: How to Protect Your Firm Against Cyber Liability Claims](#)
- July 27 – [Officing with Carr Workplaces](#) (In-person only)
- August 3 – [Dealing with Law School Debt](#)
- August 17 – [Discover Smokeball: The Legal Practice Management Solution for D.C. Lawyers](#)
- September 14 – [Law Firm Growth with Jennifer Kasman](#)

All programs begin at noon on Zoom. Register for any or all [here](#).

Managing Money

[Managing Money](#)

Monday, September 28 | 9:00 a.m. – 12:30 p.m.

On September 28, 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 session of Managing Money is set for **September 28, 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.](#)

REGISTER NOW

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 and 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

Missed any of these recent sessions? Access the recordings and materials anytime or visit our [Video Resource Library](#).

- **Powerful Marketing tactics for Small Law Firms: How to Attract the Right Clients** with Mary Ellen Hickman
- **Freelance Lawyer Freedom: How to Create a Lucrative, Flexible, and Rewarding Business as a Freelance Attorney** with Sonrisa Lewis, Esq.
- **The Rise of AI in the Legal Profession: Lawyers Brace for Impact** with Sharon D. Nelson and John Simek
- **Law Firm Compensation & Bonuses: Planning for 2023** with Brenda Barnes and Camille Stell

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 Spring/Summer.

For the recent 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:

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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.



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