



PRACTICE MANAGEMENT

ADVISORY SERVICE

Practice 360° Newsletter

September 2021

Calendar

Networking

Join us for Networking on Zoom following each Lunch and Learn session.

(See schedule on the right.)

COVID-19 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)

Lunch and Learn

During the pandemic, our programs are available on Zoom.

All Lunch and Learn programs begin at Noon.

Register for any or all at lunchandlearn@dcbars.org

September 9, 2021

Automating Billing and Accounting for Lawyers: How to Select the Right Solution

[Register](#)

September 16, 2021

Local SEO for Law Firms: How to Rank Higher in Google & Sign Better Cases for Free

[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@dcbars.org.

And if you missed *Write Your Marketing Plan Now* with Mary Ellen Hickman, *20 Ways to Increase Your Firm's Online Visibility* with Annette Choti, *Next*

[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](#)

PMAS Events

September 2021

September 9 – *Automating Billing and Accounting for Lawyers: How to Select the Right Solution*

September 13 – Successful Small Firm Practice Course (Monday session, *Day 1 of 8*)

September 15 – *Day 1 of Basic Training & Beyond*

September 16 – *Local SEO for Law Firms: How to Rank Higher in Google & Sign Better Cases for Free*

September 20 – Successful Small Firm Practice Course (Monday session, *Day 2 of 8*)

September 22 – *Day 2 of Basic Training & Beyond*

September 17 – Successful Small Firm Practice Course (Monday session, *Day 3 of 8*)

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, *What Lawyers Need to Know about Malpractice & Cyber Insurance* with Mark Lefever of USI Affinity, 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 September 15 and 22 (9:15 a.m. – 4:30 p.m.) We will meet by Zoom videoconference. [Register here](#).

This program has been presented 280 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.](#)

Successful Small Firm Practice Course

Registration is open for the Successful Small Firm Practice Course later this year. We cover all aspects of starting, managing and growing a law firm in the District. The Course is more in-depth than Basic Training because

Ethics

Here is new ethics guidance on **Conflict of Interest Issues Related to Witnesses**, [Legal Ethics Opinion 380](#) and **Responding to Third-Party Subpoenas**, [Legal Ethics Opinion 381](#).

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](#)

attendees create work product for their firm, such as a business plan, fee agreements and marketing content.

[Register here for the day sessions or weekend sessions.](#)

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](#)

From the Desks of Dan and Rochelle



D.C. Bar Practice Management Advisory Service

Meet our Advisors:

Dan Mills, Practice Management Advisor

Rochelle Washington, Practice Management Advisor

How Do I Meet People Now?

Many of you have expressed concerns over how to network to find mentors and professional colleagues while starting your small firm during a pandemic. Considering that networking has always been a struggle for new lawyers and for lawyers new to small firm practice, the current health crisis has not made it any easier. So, how do you meet people now?

Voluntary bars and niche networking groups are still meeting, either virtually or in person. Therefore, the same rules apply. Consider organizations and voluntary bars that support a knowledge base for your practice area. Additionally, consider joining organizations that consist of or serve your ideal client. Once you decide on where to join, be consistent in your attendance, even if virtual. Attending events may seem fruitless, at first, especially if only you show up once or twice. You may get the feeling of

the “new kid” in class in your first few interactions. It is important to understand that networking to meet mentors, new colleagues, and potential clients, develops in the same manner as building new friendships, but they are professional friendships. They do take time. Building trust and credibility is key and is the foundation of these relationships. Trust and credibility will build organically as others get to know you. By continuing to put yourself out there and show up, you are creating the opportunity for a natural connection. [Here](#) you will find PMAS resources on finding a mentor.

So, don't let the pandemic discourage you or become an excuse not to “get out there.” Commit to joining at least one organization and participate in at least one networking event per month, virtual or in person. Be consistent, stay in contact with people you meet of interest and be prepared with an elevator pitch for what you do. The more you show, the more you grow, the more you know. If you don't know where to start, try attending a well-known Solosez networking event that typically takes place on the last Friday of every month in Bethesda. Solosez consist of both experienced and new lawyers who manage small firms. They are currently hosting networking lunches in-person for those who are vaccinated. If interested email: solosezbethesdalunch@googlegroups.com. Best of luck!

-- Rochelle

How to Avoid Missing an Email Notice

You may have heard about the Texas lawyer whose case was tossed when he missed an email notice about a summary judgment motion. Seems the email went to the wrong folder and the Fifth Circuit Court of Appeals showed no mercy. How do you avoid a similar result? Use a unique email account for efilng. Don't use free email for business. Regularly check the case docket. The Fastcase [DocketAlarm](#) will send you alerts so you can track cases. Make calendar entries as a reminder to check the status of a case. Check your email spam filter regularly. Turn off email filters if they are not reliable. If you don't understand how to avoid this problem, reach out for help. I'm free and confidential for D.C. Bar members: dmills@dcbar.org.

-- Dan

Dan & Rochelle

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