

SHARE    MORE...



PRACTICE MANAGEMENT

ADVISORY
SERVICE

Practice 360° Newsletter January 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,

Lunch and Learn

Due to the pandemic, key Bar services, including PMAS programs, are currently only available online via videoconference.

All Lunch and Learn programs begin at Noon.

Register for any or all at lunchandlearn@dcbar.org

January 14, 2021

An Introduction to NextChapter by Fastcase, presented by Erin Paige and Tim Shadoan of [Fastcase](#).

Register

January 28, 2021

Building Resilience During Challenging Times, presented by Niki Irish of the [D.C. Bar Lawyer Assistance Program](#).

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](#).

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](#)

PMAS Events

January 2021

January 6 – Day 1 of Basic Training & Beyond

January 13 – Day 2 of Basic Training & Beyond

January 14 – Lunch and Learn: *An Introduction to NextChapter by Fastcase*

January 28 – Lunch and Learn: *Building Resilience During Challenging Times*

Ethics

Here is new ethics guidance on **Attorneys' Charging Liens and Client Confidentiality**. [Legal Ethics Opinion 379](#)

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@dcbbar.org.

And if you missed *Affordable Tools, Tech, and Talent to Run a Small Law Firm Remotely* with Maddy Martin; *Overcoming the Crisis: How to Retool your Marketing to Stay Connected and Relevant* with Mary Ellen Hickman; *Running on Empty: Burnout in the Legal Profession* with Niki Irish; *Clearing Clutter, Tuning in to Time, Space & Mind* with Niki Irish & Tracy Huang; or Mary Ellen Hickman on *Help, I Have No Time for Marketing*, here are the [recordings and materials](#).

Basic Training & Beyond

Our monthly [Basic Training & Beyond](#), is set for January 6 and 13 (9:15 a.m. – 4:30 p.m.) We will meet by Zoom videoconference. [Register](#) [here](#).

This program has been presented 266 times for more than 3,800 lawyers over the last twelve 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.

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](#)

Other Events

[Continuing Legal Education programs](#)

[Communities Events](#)

[Pro Bono Center training programs](#)

From the Desks of Dan and Rochelle



Start the new year right.

To ensure that you get paid for the work you do and the value you provide, incorporate the following strategies as part of your billing process.

1. **Send bills at consistent intervals.** Explain to your clients when invoices can be expected and when they are due. Reiterate this in the fee agreement and stick to this schedule.
2. **Include detailed entries.** A thorough explanation of charges helps your clients understand the work you perform and the value of your service.
3. **Make getting paid easy.** Accept credit card payments for your and your clients' convenience.
4. **Take advance fees.** Fees paid to you by clients in advance of performing work must go into your Interest on Lawyer Trust Account (IOLTA). Using an IOLTA comes with stringent requirements for handling client funds but this is the best way to ensure that you will get paid for the work you do.
5. **Use timekeeping and billing software.** Working with the right software can help you streamline your billing processes and better keep track of your time as you go. This allows you to generate invoices quickly and efficiently.

6. **Review your client invoices before you send them.** Clients may not read everything you send to them, but they do read their invoices. It is essential that your entries be accurate so include a careful review as part of your process.

- Rochelle

What's Your Brand?

How are you perceived in the marketplace? How do you distinguish yourself from the other lawyers who solve the same kinds of problems that you solve? Whether you have consciously developed a brand or not, you have one. It's based on your name, reputation, and value to the client. What are the brands to which you gravitate and why? In most cases, they will fall into a [brand archetype](#). Some of the archetypes don't fit lawyering but some do, like Sage, Outlaw, Hero or Everyman. Making more intentional and conscious choices about your firm's brand will establish your authority as a problem solver, can build trust and respect and will distinguish you from the competition. Your brand should be authentic and evident in all the ways you communicate with the public.

-- Dan

Dan & Rochelle

Daniel M. Mills| Practice Management Advisor| 202.780.2762
Rochelle D. Washington| Practice Management Advisor| 202.780.2764
Practice Management Advisory Service
District of Columbia Bar
901 Fourth Street, NW
Washington, DC 20001

pmas@dcbar.org
www.dcbar.org/pmas

D.C. Bar Practice Management Advisory Service | 202-737-4700
[Unsubscribe](#)



District of Columbia Bar, 901 4th St NW, Washington, DC 20001