



PRACTICE MANAGEMENT

ADVISORY SERVICE

Practice 360° Newsletter

June 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

June 10, 2021

20 Ways to Increase Your Firm's Online Visibility

Register

June 17, 2021

The Future of Law Post-Pandemic: A Roller Coaster Evolution

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 *Collaborative Law Practice* with Alice Ahearn & Emily Baker, the *5 Most Common Trust*

[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

June 2021

June 5 – One-day, Saturday session of *Basic Training & Beyond*

June 10– Lunch and Learn: *20 Ways to Increase Your Firm's Online Visibility*

June 16 – Day 1 of Basic Training & Beyond

June 17 – Lunch and Learn: *The Future of Law Post-Pandemic: A Roller Coaster Evolution*

June 23 – Day 2 of Basic Training & Beyond

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](#).

Accounting Mistakes with Tom Boyle, *What Lawyers Need to Know about Malpractice & Cyber Insurance* with Mark Lefever of USI Affinity; *Advanced Referral Marketing* with Maddy Martin; *Innovative Marketing in the Covid-19 Era* with Sharon Nelson and John Simek; *Building Resilience During Challenging Times* with Niki Irish; *How to Market Your Firm in Challenging Times* with Mary Ellen Hickman; *A Day in the Life of a Litigation Attorney* with Margeaux Thomas; *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; Mary Ellen Hickman on *Help, I Have No Time for Marketing, Security for Lawyers Working Remotely, or Conducting Video Depositions Using Zoom*, 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 June 16 and 23 (9:15 a.m. – 4:30 p.m.) A one-day version of this two-day program is set for Saturday, June 5, 2021 from 8:30 a.m. – 5:00 p.m. We will meet by Zoom videoconference.

[Register here.](#)

This program has been presented 276 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.

PMAS Links and Free Downloads

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](#)

[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



Save the Date for our 7th Annual *Practice 360* | A Day for Lawyers & Law Firms event on July 15, 2021



This event is for law firm owners, managers, and start-up firms who want to serve clients and increase revenue efficiently and ethically. You won't want to miss this day full of [virtual course offerings](#), **free** to D.C. Bar members. Programing will cover firm management topics, to include law firm automation, ethics, wellness, marketing and more. The event features cutting-edge content and experienced speakers, a virtual vendor hall, networking opportunities and up to three free CLE ethics credits. Join

us virtually and revolutionize the way you manage your law firm. [Click here](#) to pre-register and reserve your spot today!

-- Rochelle

When we confuse advertising with marketing, it's a problem

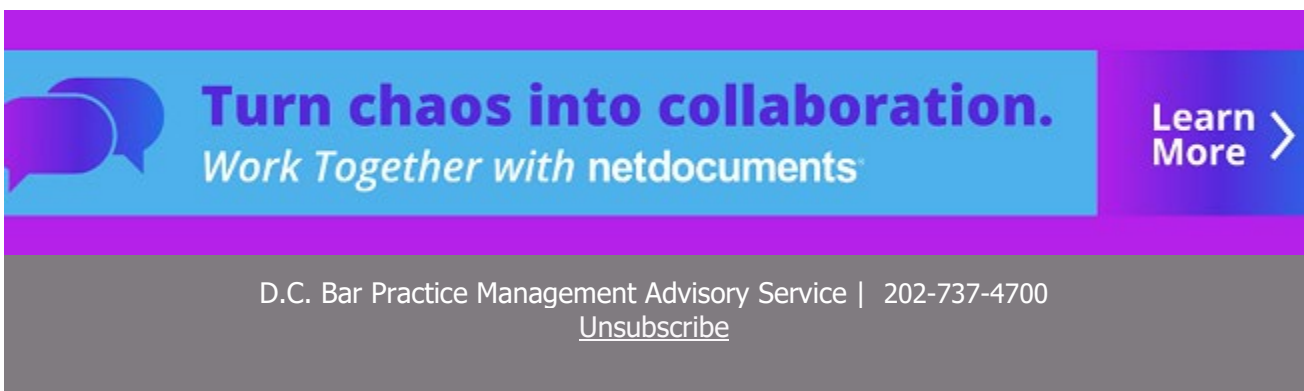
When I'm asked to help a lawyer with marketing, the lawyer is often actually asking about advertising without understanding that advertising is a component of marketing. Marketing is the process of understanding precisely who your prospective client is and the nature of its needs. It is knowing how your target client processes the problem she/he will ultimately bring to you for a solution. Advertising is the exercise of messaging to that target client about its problem through different messaging methods. We cannot effectively message without knowing to whom and about what we are messaging. To avoid getting the cart before the horse, focus on creating a marketing plan. Once you understand who your target client is and how they process their problem, the process of messaging to them is much less complicated.

-- Dan

Dan & Rochelle

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