

October 22nd 2020

Lunch and Learn: Day in the Life of a Litigation Attorney

Presented by Margeaux Thomas

Sponsored by LAWCLERK

A DAY IN THE LIFE OF A LITIGATION ATTORNEY

PRESENTED BY: D. MARGEAUX THOMAS



D. Margeaux Thomas The Thomas Law Office PLC 11130 Fairfax Blvd., Ste 200-G Fairfax, VA 22030 P. 703-957-2577 mthomas@thomaslawplc.com



"LITIGATION IS THE PURSUIT OF PRACTICAL ENDS, NOT A GAME OF CHESS."

- FELIX FRANKFURTER, ASSOCIATE JUSTICE OF US SUPREME COURT (1939-1962)

BUSINESS LITIGATION PRACTICE AREAS

- Intellectual Property and Patent Litigation
- Commercial Disputes Breach of contract
- Employment Law
- Anti-trust
- Franchise
- Real Property
- Business Torts Conspiracy, Tortious Interference
- Landlord Tenant



WHAT ARE THE ADVANTAGES OF HAVING A NICHE?



Simpler marketing approach



Become a true expert



Face less price sensitivity



You become the "go-to" person for particular matters – prospective clients/ referrals remember what you do.



Clients feel reassured and comforted knowing that they are speaking to an expert regarding their matter

WHAT SIDE ARE YOU ON?



Representation:

Plaintiff

Defendant

Class Action

QUESTIONS TO CONSIDER WHEN MANAGING A BUSINESS LITIGATION LAW PRACTICE

I. How will I ensure that I am keeping myself informed on new laws?

2. What is a good case management system?

3. How will I communicate with my clients?

4. Would I be better off working with or for someone else?

LAW PRACTICE MANAGEMENT



Calendar/Docketing Process and Procedure



Practice Management and Billing Software (CLIO, Practice Panther, MyCase, etc.)

Document Management



Customer Relationship Management ("CRM") (Contactually)



Website – Leads, Educational Resource, and Reputation Verification

Scanner

CLIENT-LAWYER RELATIONSHIP

Understand the client's definition of success regarding their case outcome

Managing the client's expectations

LAW FIRM ECONOMICS

- Bookkeeping
- Staffing (virtual options)
- Fee Agreements (scope of representation and advanced retainers)
- Referral Source Arrangements (co-counsel, of counsel, referral fees)

LAW FIRM ECONOMIC MODEL



LAW FIRM ECONOMICS CONTINUED



- Marketing
 - Conferences
 - Business Coaches
 - Speaking Engagements (Podcasts, CLEs, etc.)
 - Networking Events
 - Membership in Legal Organizations (Facebook Groups)

INTAKE



NO UNSCHEDULED PHONE CALL POLICY

TRACKING LEADS AND SOURCES

PIPELINE TO MARKETING

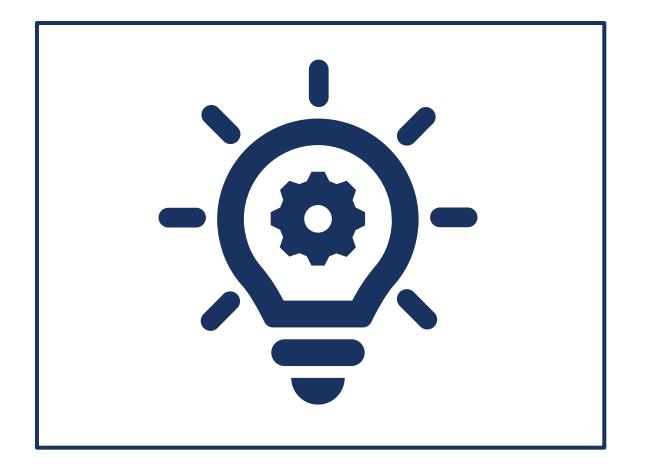
5 SCARY MISTAKES IN MANAGING BUSINESS LITIGATION CASE LOAD AND GROWING FIRM

Delegation	Being a jack of all trades vs. niching down	Professionalism (meetings, emails, intake, client communication)

Risk Aversion

Working in Business vs. On Business

BONUS TIP – KNOWING WHEN TO PIVOT.



- Recognize and understand when something is not working, and then be willing to change your approach
- "Stay committed to your decisions, but stay flexible in your approach."
 - Tony Robbins
- "It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change."
 - Charles Darwin

QUESTIONS?

Contact Thomas Law Office PLC

- **Telephone:** (703)-957-2577
- Email: <u>mthomas@thomaslawplc.com</u>
- Website: <u>www.thomaslawplc.com</u>
- LinkedIn:

Margeaux Thomas – The Thomas Law Office

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