



NAKI GRAY

## *Law Practice Continuity*

How to Continue to Serve Your Clients While Social  
Distancing

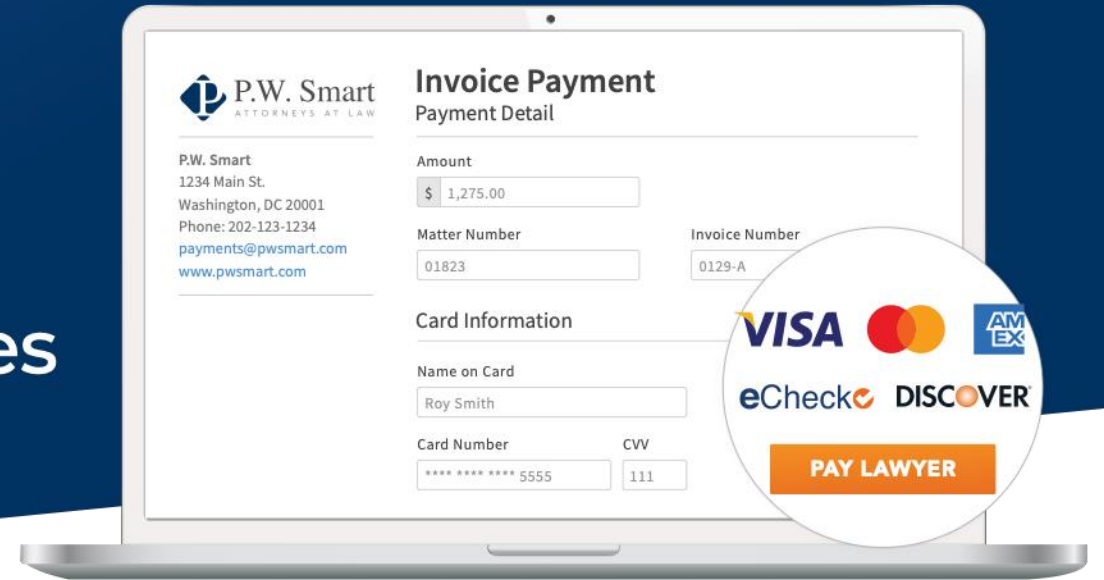
D.C. Bar Lunch & Learn  
April 16, 2020

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# Brief Introduction...

- JD from Howard University School of Law #RealHU #BisonLove
- Master's in Communication from American University #AU
- Bachelor's in Marketing from University of Maryland Eastern Shore #HawkPride
- 20+ years of legal, business and marketing experience
- Top Attorney by Washington D.C. SuperLawyers Magazine from 2013-2017
- Have counseled hundreds of entrepreneurs on how to start and grow their businesses and protect their brands
- Currently run my own online law firm: Gray Legal, P.C. where we serve online entrepreneurs by providing business, intellectual property, and legacy planning counsel to help them protect their brands and build a lasting legacy.
- In 2014, I founded Beyond the Bar Institute where I help attorneys with technology and marketing strategies to build their law practice online.

# My Journey

- A businesswoman with a law degree - I have had multiple businesses!
- From babysitting to network marketing....you name it, I've done it!
- Lots of success and lots of mistakes
- Started my own practice right out of law school with 2 small kids (against the advice of many, MANY people)
- Went to a law firm after 1.5 years of owning my law firm and climbed the ranks to Senior Counsel in 3 years
- Great job, salary, and benefits at a prestigious firm just wasn't enough...I wanted more!
- On February 13, 2015, I left that cushy 6-figure job to start my own practice... again
- With 8 years of family law and estate planning under my belt, representing business owners was a calculated transition
- Fast forward to 2020 - Gray Legal, P.C. - I am running my own practice, on my own terms, and helping hundreds of clients protect what matters most!
- I've gone through several transitions over these last 20 years: Sept 11, 2001; 2008 economic downturn; transition from family lawyer to modern business lawyer - blazing a digital trail in 2015
- COVID-19

# Position to Thrive

- March 2020 - will never forget
- COVID-19 and the mandatory quarantine changed the way we do everything
- Our goal: position your practice to not only survive but to THRIVE
- Now is NOT the time to go silent
- 3 major keys: Mindset, Money, Marketing

# Mindset Shifts

- Remember why you started
  - Think about those clients who still need you
  - Think about those who look to you for guidance
  - Think of those who will be worse off if you don't get it together
- Be the LEADER the world needs you to be

# Pivot...but don't panic

- Gain a new perspective—Decide that you will be successful
  - Short-term thinking will defeat you
    - This won't last forever
    - Take it day-by-day
    - Week-by-week
  - Panic and negative thinking will destroy you
  - You can't think clearly if you are in panic mode

# Change your perspective

- We are all faced with great opportunity
- Consider this a new introduction between you and YOU
- Instead of thinking about all that will go wrong, write down all of the things that can be improved
  - quality time with family
  - policies & procedures that are easy to follow
  - get clear on your new direction - build a virtual law firm OR add a virtual component to a traditional law firm
  - purge-get rid of what doesn't serve you anymore
  - Improve client satisfaction and delivery of legal services
  - restoration of relationships with fellow colleagues
  - financial gains/savings
  - INVEST in YOU-put yourself back at the top of your to-do list



# Self-Care Tips

- Stick to a routine - set your work hours (include time to work ON the business)
- Get fresh air daily
- MOVE-30 minutes each day
- Stay hydrated and eat well
- Take time to disconnect from CNN, TMZ, Instagram, Facebook
- Practice radical self-acceptance—you are doing good enough
- Strive for progress not perfection
- Find something you can control and control the heck out of it

# Change your mindset... change your life

- Be open to change
- Rewrite (or write) your long-term vision for your life and your law practice
  - what are you going to do differently?
  - imagine where you want to be when this is over in 90 days
  - manifest those

# Let's talk Money

## Top 3 priorities

1. Reduce all unnecessary expenses
2. Take advantage of funding opportunities
3. Focus on business development

# Reduce unnecessary expenses

- Reduce all unnecessary expenses
  - Review bank statements
  - Download: Truebill app
    - See what you have
    - Get rid of what's not needed

# Take advantage of funding opportunities

- First: Get help
- Look into private grant programs
- Look into State/Local loan and grant programs
- Look into Federal SBA loan and grant programs
  - PPP
  - EIDL

# Business Development

- Focus on how to generate business and clients
  - Pivot—learn how to use technology to practice online
  - Continue to market; create new streams of revenue
  - KEY- don't stop marketing
  - Keep investing in yourself and your law practice

# Embrace Technology



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# Technology Tools

- Online booking system - Calendly, Acuity, VCita
- Video Conferencing - Zoom, Google Hangouts
- VOIP phone system - Ring Central, Google Voice
- Case management - MyCase, CLIO, Smokeball, Rocket Matter
- Project Management/Team & Task Management - Asana, Trello, [monday.com](http://monday.com)
- Web cam
- Lighting
- Microphone
- Scanner
- Online file storage - Dropbox, Google Drive, Box



# Marketing

- Marketing is the lifeblood of your law practice
- You should NOT stop promoting legal services
- You don't have to give everything away for free
  - Give enough to leave them wanting more...YOU are the solution they need
  - Remember: not everyone is broke
  - There are many, MANY people who are still buying - ordering fancy meals, purchasing their favorite designer bathing suits, etc.
  - They still have legal problems (or they will when the quarantine is lifted)
  - Let's make sure they know that you are the answer to their problem
  - If you have something people want, they will buy it! {ask Charmin}

# Marketing goals

- Not all marketing turns into instant sales
- There are long-term benefits to marketing (Top of mind)
- Build your credibility
- Reach expert status in your practice area
- Increase your lawyer referrals
- Key: you must have a strategy
- CONSISTENCY IS EVERYTHING

# Some long-term goals

- Build your database
  - Sign up for a CRM and begin building your list
  - Create a resource and have people opt in
- Choose a niche practice area and become THE expert
  - Show up with information to educate (but don't give it all away)
  - Blog
  - Live Stream
- Establish yourself as an expert
  - Guest posts/appearances
  - Bar Association articles and CLEs
  - Media pitches
  - Host your own info sessions
  - Host a challenge
- Launch a new product, service, event online—SELL something

# Generate Money Now

- Offer virtual consults (paid and unpaid)
- Create an information product and sell it (helpful resources are needed)
- Host online events (paid and unpaid)
- Collaborate with other professionals who serve your same audience
- Offer a special (Wills, Expungements, Strategy Sessions)

# BUILD CONNECTIONS

- Email
- Website updates
- Social media posts
- Pick up the phone
  - Referral sources
  - Previous clients
  - Follow up with those who didn't hire you

# Law Practice Improvement Activities

- Create or improve your client onboarding process
- Website revamp or update
- Social media marketing plan
- Create workflows and processes
- Make a digital training manual
- Get your accounting and bookkeeping in order
- Hire a virtual assistant
- Anything else that will move your business forward



Download this free guide:  
<http://beyondthebarinstitute.com/attract-clients-online>

*Questions? Let's discuss*



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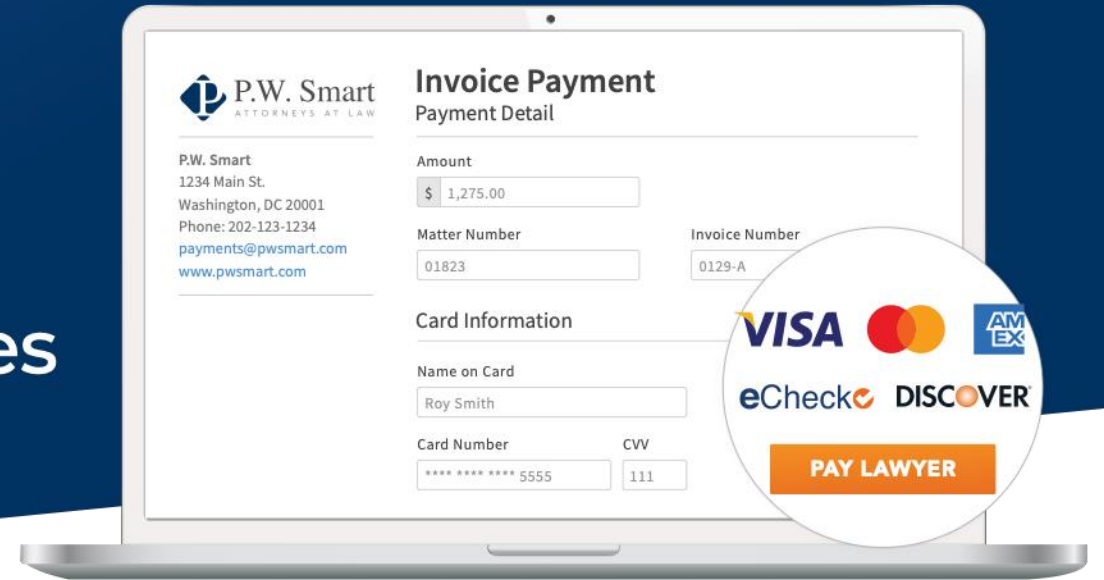
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