



# PRACTICE MANAGEMENT ADVISORY SERVICE

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From the Desks of Your D.C. Bar Practice Management Advisors



## **“I hope this message finds you well” and Other Signs You’re Using AI (Wrong)**

**By Kaitlin McGee**

I remember when I first started using ChatGPT and would ask it to draft a simple email. Every single one started the same way: “I hope this message finds you well.” And then it would go on for three paragraphs longer than it needed to.

It was polite, it was grammatically correct, but it didn’t sound like me. Most of my emails are a sentence or two, and my goal is to be straightforward and get to the point.

I see that same polished, verbose tone showing up more and more—in emails, in posts, in messages. **A recent statistic estimates that 50% of all LinkedIn posts are now AI-generated.** I believe it. So much of what I read sounds vaguely professional, overly polished, and completely interchangeable.

To be honest, I find it off-putting. I don't expect perfection, but I do expect a person. I would much rather get a short, slightly imperfect message that actually sounds like someone than something that feels overly polished and generic.

I don't think I'm alone in this.

When something sounds too polished or “fake nice,” it doesn't build connection—it creates distance and erodes trust. At a time when most people are already overwhelmed and disconnected, that matters more than we think.

### **Where things tend to go wrong**

Take a look at how you're prompting. If you open a tool and ask it to “write a LinkedIn post about [practice area],” you're going to get something technically correct, broadly applicable, and completely interchangeable with what dozens of other lawyers could post. There's nothing in that request that reflects how you actually talk to clients, what problems you solve, or what you've been seeing in your practice.

What works much better is starting from something real: questions that came up this week, a situation you had to explain more than once, or even rough notes from a conversation. AI can help you shape and refine that, but it can't conjure your real-life experience.

You don't have to create content from scratch every time. You likely already have the raw material to create something relevant and useful: emails, presentations, webinars, conversations. That's where your voice already exists. If you can capture and reuse it, your content will sound more natural and authentic without becoming a burden you don't have time for.

### **Writing for someone, not everyone**

Another pattern I've been noticing is how many lawyers are writing for no one in particular. It may be that they are trying to write for everyone, but the more general the content is, the less it speaks to your ideal client.

Think about one specific person—a client, a referral source, a recent conversation—and write for them. If you can't picture who you're talking to, then you're not ready to post.

### **The algorithm shift that's happening**

For a long time, content strategy was about understanding what the algorithm rewarded—posting consistently, using the right formats, optimizing for visibility. That approach worked for a while.

But now AI can replicate those patterns at scale. There are AI-curators who post between five and 1,000 times per day! There is simply more content than ever, and much of it will look polished, generic, and familiar.

What will make a difference for lawyers is whether content feels honest, relatable, and helpful. Don't put yourself in a content box thinking you have to post about what the most common Google search terms are. Post about what you see in the world.

For those who are worried about AI replacing them: AI can't go out in the world and meet with clients, empathize with their struggles, or bring them the relief that comes with resolution. Use that advantage.

### **Using AI to create time—not just more content**

This is not about avoiding AI. I love using AI to complete monotonous administrative tasks. In an ideal world, we'd all use these tools to do more repetitive administrative work so we can spend more time on higher-value work.

The danger comes from being more “productive,” but not analyzing whether the work is meaningful. I'd encourage you to take the hours you save with AI tools to get out from behind your screen. Have more conversations. Go to events. Even create your own events if you're not finding the right ones. Those interactions are

where the best ideas come from in the first place, and they're not something AI can replicate.

### **Where AI actually helps**

One place I do think AI is underused is personalization. Instead of sending the same message to every group—clients, referral sources, colleagues—you can use AI to tailor your communication in a way that reflects the relationship. The core idea might be the same, but the way you frame it can be more specific and more relevant.

### **The bottom line**

AI is very good at producing content that sounds like what content is supposed to sound like. If you rely on it too heavily, that's what you'll get. So the question to ask is not “Does this sound good/polished/professional?” but “Does this actually sound like me?”

Because if it doesn't sound like you, it's probably not going to connect, and connection is the whole point.

PMAS provides free, confidential consultations to D.C. Bar members and can review fee agreement templates with you. To learn more, contact [pmas@dcbar.org](mailto:pmas@dcbar.org).

## **Basic Training & Beyond**

If you're starting a firm, [Basic Training & Beyond](#) is a great jumping-off point. Day One will teach you the essentials to get your firm off the ground, and Day Two will help you grow and manage your firm.

**Here is how to start, grow, and manage a law firm in a large, urban market.**

Our monthly [Basic Training & Beyond](#) is set for **April 7 & 13, 2026, from 9:15 a.m. to 4:30 p.m** We will meet in-person in the Williamson Conference Room on

the third floor of Bar Headquarters. The program is presented monthly for members and law firm staff.

*This program has been presented more than four hundred times for more than 5,000 lawyers over the last seventeen years, and many have launched and are now operating small firms. We stay connected with many small firms, and what we learn informs the content for this program.*

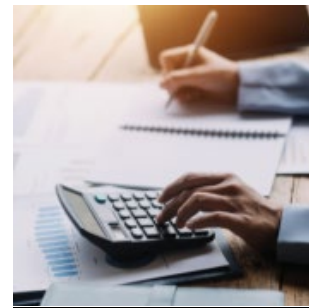
## Managing Money

### Managing Money

Our next in-person session on Managing Money is **June 22, 2026, from 9:00 a.m. to 12:30 p.m.**

We also present Managing Money on request for a law firm or organization.

[Register for an upcoming session or schedule a session for your firm here.](#)



## Lunch and Learn

PMAS is collaborating with the [Law Practice Management Community](#) to bring you the following [Lunch and Learn program](#):

- **April 9, 2026** - [Legal Design for Small & Medium Firms - Clarity, Compliance & Client Trust](#)
- **April 30, 2026** - [Six Months Later: Navigating the Move from Government to Private Practice](#)

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All programs begin at Noon on Zoom. Register for any or all [here](#).

## Successful Small Firm Course

### **Are you interested in a business incubator approach to growing your law firm?**

Consider working with us on an individual basis. We offer the **Successful Small Firm Practice Course** in a series of one-on-one sessions on Zoom.

The Course serves as an incubator for solo attorneys and small firms and helps them work through their business and marketing plans with support, feedback, and guidance. Lawyers focus on the type of firm they want to create and work through the Course at their own pace with built-in accountability for achieving their business goals. If you are interested in this approach to creating and growing a law firm, contact [PMAS@dcbar.org](mailto:PMAS@dcbar.org).

## Resources

### **[How the Law Impacts Your Small Business: An 8-Part Business Law Training Series for Small Business Owners](#)**

The virtual course is designed for small business owners, including sole proprietors, business partnerships, general managers, and owners of LLCs that seek to develop their capabilities. It provides an overview of setting up the business, contracts, employment law, risk/insurance, accounting, and intellectual property legal concerns.

The eight sessions will be held on consecutive Wednesdays, April 15, 22, 29, May 6, 13, 20, 27 & June 3, 4:00 p.m. to 5:30 p.m. ET.

All sessions will be recorded and available to re-watch for two months after the

course ends. **Register [here](#).**

**Missed any of these recent sessions? You can [access the recordings and materials anytime](#).**

Here's a glimpse of some recent sessions:

- **Can a Newsletter Really Help Grow My Law Firm?**
- **Can Your Fee Agreement Get You in Trouble?**
- **Artificial Intelligence (AI) Literacy for Solos & Small Firm Counsel**
- **What's It Like to Be a Criminal Defense-Court-Appointed Lawyer in D.C.?**

If you are interested in a practice management assessment, [click here](#).

– Kaitlin & Dan

**In other news . . .**

**[Legal Ethics Opinion 392](#)**, Relationship Between Rules 3.3(d) and 1.6(d) in Civil Matters

For more information on the D.C. Bar Practice Management Advisory Service (PMAS), [click here](#).

**CLE, Communities Events & Pro Bono:**

***Continuing Legal Education*** programs are [here](#).

***Communities Events*** are [here](#).

***Pro Bono Center*** training programs are scheduled [here](#).

**Our Practice Management Advisors are:**

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Practice Management Advisors have a free and confidential relationship with D.C. Bar members pursuant to Rule 1.6(j) of the D.C. Rules of Professional Conduct.

## District of Columbia Practice Manual

Every D.C. Lawyer's Must-Have Resource



This two-volume title, typically priced at \$495, is being offered to subscribers of this newsletter at a discounted rate of \$450. To obtain the discount code, please reach out to [communitiesregistration@dcbar.org](mailto:communitiesregistration@dcbar.org).



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