

October 2024

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



Your Best Client

by Kaitlin E. McGee

As lawyers, we consistently prioritize our best clients—making time for them and ensuring their needs are met. What if we treated marketing and business development with the same level of attention? Much like the best cases and clients, these are the areas that, when cultivated regularly, always pay off. Consistent attention to marketing and business development is necessary to grow your practice, but it's easy to push these efforts aside when things get busy.

This year's [Practice 360°](#) conference on **October 9** offers programs designed to help you refocus on these growth areas of your practice. Whether you're

navigating how to choose the right marketing partner, mastering the art of rainmaking, or learning about innovative strategies in legal marketing, our sessions will give you practical tools and insights to grow your firm.

Some key sessions include:

- **How to Choose Digital Marketing Agency with Annette Choti**

Make informed decisions when partnering with a legal marketing agency, ensuring your strategy is positioned for growth.

- **Rainmaking Mastery: Strategies for Business Development Success with Shari Klevens**

Discover proven techniques and innovative approaches to client acquisition, tailored to help both solo practitioners and those at larger firms bring in new business.

- **Innovative Legal Marketing: 26 Ideas and 3 Case Studies with Conrad Saam**

Explore actionable, cutting-edge marketing ideas that can transform the way you approach growth.

This month, consider how you can treat your marketing and business development efforts like your best client, and join us at **Practice 360°**.

[Registration is now open.](#)

Whether you are starting a firm from scratch or growing and managing an existing firm, PMAS has resources to help you create and meet your business goals. For courses and resources we offer free to DC Bar members, visit our [website](#).

AI for Law Firms

Curious about how to use AI tools in your law practice? In [my latest Washington Lawyer column](#) for the D.C. Bar, I break down what works, what doesn't, and how you can start integrating AI tools like ChatGPT into your daily workflow.

Here is guidance on [Attorneys' Use of Generative Artificial Intelligence in Client](#)

[Matters](#), Legal Ethics Opinion 388.

If you are using AI in your firm, let us know how at PMAS@dcbar.org.

A banner for LSP Data Solutions. On the left, a blue background with a green square outline containing the text "Trusted Experts. Tailored Solutions." in white and green. To the right, the LSP logo in white with "DATA SOLUTIONS" in green below it. Further right, on a white background, the text "Forensics and eDiscovery services that fit your needs." in blue, with a green button below it that says "LEARN MORE" in white.

Trusted Experts.
Tailored Solutions.

LSP
DATA SOLUTIONS

Forensics and
eDiscovery services
that fit your needs.

LEARN MORE

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 October 15 & 22, 2024 / 9:15 a.m. – 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 three hundred times for more than 4,000 lawyers over the last fifteen 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.

Lunch and Learn

PMAS will also be collaborating with the [Law Practice Management Community](#) to bring you the following Lunch and Learn programs:

- **October 24, 2024** – How to Manage the Mental Load

An LPM & PMAS Production

Register for any or all [here](#).

Managing Money

Managing Money

Our next in-person session of Managing Money is set for **December 6, 2024, 9:00 a.m. – 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.](#)



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 now 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.

Trainings

On October 9, 2024, the D.C. Superior Court's Multi-Door Dispute Resolution Division is offering **Mediation Mastery: Toolkit for Preparation and Negotiation** for attorneys that focuses on preparing for mediation.

12:00 p.m. - 1:00 p.m. on Zoom.

[Register here.](#)

Pro Bono Week

D.C. Superior Court is hosting Open Houses throughout the month so you can get inside DC Superior Court and learn more about the courts from the judges that oversee them. You can register now for:

- Domestic Violence Open House
 - Wednesday, October 2, 12:00 p.m. - 1:30 p.m. | [Register](#)
- Housing Conditions Court
 - Tuesday, October 8, 12:00 p.m. - 1:30 p.m. | [Register](#)
- Domestic Relations Branch
 - Thursday, October 17, 12:00 p.m. - 1:30 p.m. | [Register](#)
- Landlord & Tenant Branch
 - Wednesday, October 23, 12:00 p.m. - 1:30 p.m. | [Register](#)

Check out this year's [Schedule of Events](#) to find the full list of DC Pro Bono Week opportunities and register.

Resources

Our [Video Resource Library](#) offers free webinars on a variety of practice management topics. New programs are added regularly. Our full archive of recordings and materials is [here](#). If you have an idea for a program, let us know at lunchandlearn@dcbar.org

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

Here's a glimpse of some recent sessions:

- **Recruiting and Hiring 101: How to Get Started When You Need to Hire Help**
- **Five Ways to Use Email Effectively as a Marketing Tool** with Marketing Nice Guys
- **Pathagoras** with Roy Lasris
- **Set It and Forget It: LinkedIn for Busy Rainmakers** with Angela Dunz

More News from PMAS

We hosted a [LinkedIn Lab for Lawyers](#) in August.

Kaitlin won the [vLex Award](#).

We are contributing to the Bar's blog at [Duly Noted](#).

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

– Kaitlin & Dan

In other news . . .

For the recent results of the groundbreaking study on attorney mental health and well-being, [click here](#).

LAP published its [Summer Dispatch](#).

For more information on PMAS programs, [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](#).

As we return to D.C. Bar headquarters for meetings and events, everyone entering the building will need to comply with the [COVID Guidelines](#).

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.



Serving our members so they can serve the community

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[Practice 360°](#) | [Courses and Trainings](#) | [Mentoring Resource](#)