



PRACTICE MANAGEMENT ADVISORY SERVICE

June 2025

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



Just Getting Started with AI in Your Law Firm Marketing? Start Here

By Kaitlin E. McGee

I talk with lawyers every month at [Basic Training and Beyond](#) who are curious about using AI but don't know where to start, especially when it comes to marketing. Maybe you've opened ChatGPT once or twice. Maybe not at all.

In my recent AI for Legal Marketing program, I shared a few low-pressure ways to start using these tools in your practice. If you missed it, the [full video](#) is available on [our website](#).

Here's what I usually say when someone's at square one:

Start with something small. Ask ChatGPT to make your grocery list or a packing list for your family vacation. It sounds silly, but those prompts help it learn your voice, so when you do need a newsletter draft or LinkedIn post, the results are better.

Don't let perfectionism hold you back. I see a lot of lawyers stall because they don't want to post something unless it's flawless. But AI can help you polish what you've already written—grammar, tone, formatting—so you can get more content out more consistently.

Repurpose what you already have. That blog post from two years ago? The FAQ you send to every new client? Use it. ChatGPT can help you turn content into short-form posts, newsletter intros, even video scripts.

Dictate, don't overthink. If you freeze up at a blank screen, use the mobile app or dictation tool to just talk through your ideas. It's a great way to get unstuck.

Use your voice. Skip the emojis if that's not your thing. Your marketing should sound like you. AI doesn't have to flatten your tone—it can actually help you clarify it.

As always, if you're a DC Bar member and want help figuring out how to apply any of this to your practice, I'm happy to talk one-on-one. Email us at pmas@dcbar.org to set up a meeting.

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 **June 3 & 24, 2025**, 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 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.

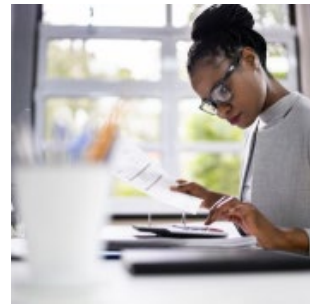
Managing Money

Managing Money

Our next in-person session of Managing Money is set for **June 16, 2025**, 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 will also be collaborating with the [Law Practice Management Community](#) to bring you the following [Lunch and Learn programs](#):

- **June 5, 2025** – AI for Small Firms with Erich Dylus

An LPM  PMAS Production

Register [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.

Resources

Making a transition right now?

Our Lawyer Assistance Program (LAP) has compiled these [Resources for Times of Change](#).

DC Superior Court Open House: Domestic Violence Division

Join the Court and Washington Council of Lawyers on June 12 for an inside look at the Domestic Violence Division. Observe proceedings, meet judges, and explore pro bono opportunities to support petitioners seeking Civil Protection Orders.

[Free with registration.](#)

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:

- **AI in Action - ChatGPT & Descript for Law Firm Marketing**
- **Avoiding the Unauthorized Practice of Law, Especially When Waiving into the D.C. Bar**

- **Law Firm Partnerships: What to Know Before and After Tying the Knot**
- **Lawyers & ADHD**

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

– Kaitlin & Dan

In other news . . .

For more tips on transitioning out of public service, read our [latest article in Duly Noted](#).

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

Read the [LAP Spring Newsletter](#).

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:

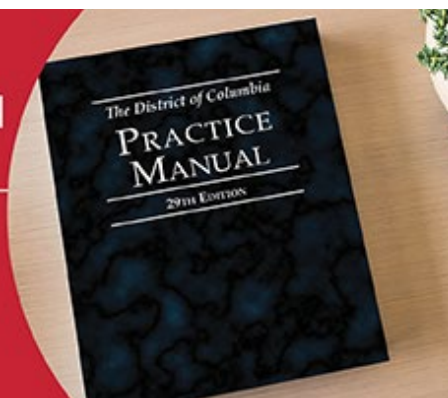
Kaitlin E. McGee / kmcgee@dcbar.org / [202-780-2764](tel:202-780-2764)

Daniel M. Mills / dmills@dcbar.org / [202-780-2762](tel:202-780-2762)

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

901 4th Street NW
Washington, DC 20001 USA
[202-737-4700](tel:202-737-4700)

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