

March 2024

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



**Connecting Online**

**by Kaitlin E. McGee**

*“Ignoring online marketing is like opening a business but not telling anyone.”*

– KB Marketing Agency

When I first joined LinkedIn, it did not feel like an engaging place where I wanted to spend much time. It seemed more like a repository of resumes rather than a platform for genuine connections. Fast forward to today, as Facebook fades into the background and Twitter morphed into X, LinkedIn has emerged as a prime hub for engagement. In fact, for lawyers and other professionals, LinkedIn is having a moment.

Last month, Annette Choti of Law Quill joined us for one of our most popular

[Lunch and Learn](#) programs on creating an amazing LinkedIn profile. The program gave lots of smart, practical tips for enhancing your profile, including using free tools like Canva to [create a custom banner](#) for your profile, utilizing Creator Mode, and publishing your own LinkedIn newsletter ([here's why you should](#)).

When I attended the ABA Techshow the following week, one of the marketing presenters suggested that engagement on LinkedIn, or any other social media platform in which you participate, should consist of the following ratio of participation:

- 10% making sure your profile is up-to-date and optimized (the key words you utilize on your law firm website should also be in your LinkedIn profile)
- 40% sharing content, either content that you write or curating relevant content available elsewhere
- 50% engagement with other professionals' posts, including "likes," comments, and reposts

Much like in-person networking events, online engagement thrives on active listening as much as contributing. Remember, quality content always outweighs quantity. If you find yourself without anything to share, engaging with others' content can be just as beneficial.

You can find us on LinkedIn here: [Dan](#) and [Kaitlin](#)

For more tips on marketing, Annette Choti has launched [Click Magnet Academy Inner Circle](#) and she is offering a discount for D.C. Bar Members. Use these codes for discounts:

Code: DCBAR FOR \$37/MONTH

Code: DCBAR100 FOR \$370/YEAR

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

For help using ChatGPT to create better content, try the “sandwich” technique:

1. Ask ChatGPT to suggest an outline or ideas for what you’re looking to write.
2. Take the suggestions and get to work creating original content.
3. Ask ChatGPT for assistance organizing and polishing your content.

Prompting is key with ChatGPT. Here are some more [ChatGPT tips](#).

If you are using AI in your firm, let us know how at [PMAS@dcbar.org](mailto:PMAS@dcbar.org).

## Sponsored Advertisement



AI Responsibly with 

The text 'AI Responsibly with' is in a blue sans-serif font. To its right is the 'nd MAX' logo, which consists of a blue square containing the lowercase letters 'nd' in white, followed by the word 'MAX' in a bold, blue, uppercase sans-serif font.

## 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 **March 5 & 26, 2024, from 9:15 a.m. – 4:30 p.m.** We will meet in person in the Williamson Conference Room on the third floor of D.C. 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:

- **March 7** – Team Building – When the Team is Remote

*An LPM & PMAS Production*

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

## Managing Money

### [Managing Money](#)

**Thursday, March 21 | 9:00 a.m. – 12:30 p.m.**

Attend in person on March 21 to learn how to onboard a new client by creating the appropriate fee agreement; make the proper entries onto the client ledger and trust account when needed; track the established earning mechanism; and make proper entries in the firm's operating of business account.

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.

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).

### Events

Network March 14 in Bethesda at Noon at [Casa Oaxaca](#) with many other small firm lawyers. Email [innabrady@iblawfirm.com](mailto:innabrady@iblawfirm.com) if you will be attending.

### Resources

Explore our [video resource library](#) where new programs are regularly added. Our complete archive of recordings and materials is available [here](#). If you have an idea for a program, let us know at: [lunchandlearn@dcbar.org](mailto: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:

- **Hire.Acquire.Inspire – How to Build a Growing and Thriving Law Firm** with Ross Albers
- **Sneak Peek at the New Fastcase/vLex Generative AI Tool, Vincent AI** with Ed Walters
- **Lead generation | How to Build a Steady Pipeline of New Clients** with Marketing Nice Guys
- **Balancing the Lawyer Budget** with Jessica Medina

### **More News from PMAS**

Read our [Duly Noted](#) blog post on how to jumpstart your marketing.

[Contact us](#) if you are interested in a practice management assessment.

– Kaitlin & Dan

### **In other news . . .**

Here is the Lawyer Assistance Program [Dispatch](#) newsletter for Winter.

**March 26 at 2 p.m.** LAP is hosting **An Honest Conversation about Difficult People: Navigating Challenging Relationships at Work, and in Life.** [Register here.](#)

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

Here is new ethics guidance on **Serving as Local Counsel for a Matter Being Litigated in a District of Columbia Court:** [Legal Ethics Opinion 387](#)

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

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

[CLE is going to Portugal.](#)

**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.



**NOW UPDATED**

**District of Columbia Practice Manual**

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

**DC BAR**

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).



Serving our members so they can serve the community

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