



# PRACTICE MANAGEMENT

ADVISORY  
SERVICE

## Practice 360° Newsletter

### Calendar

#### Networking

**Thursday, November 7, 12:00 p.m.**

*Help, I have No Time for Marketing (Holiday Edition)*, presented by Mary Ellen Hickman of **Hickman Consulting Partners, LLC**.

The D.C. Bar, 901 Fourth Street NW, Washington, DC  
RSVP to [lunchandlearn@dcbar.org](mailto:lunchandlearn@dcbar.org)

**Friday, November 8, 12:30 p.m.**

Alto Fumo, 2909 Wilson Boulevard, Arlington, VA (Clarendon Metro)  
RSVP to [steven@stevenkriegerlaw.com](mailto:steven@stevenkriegerlaw.com)

**Friday, November 22, Noon**

Barrel & Crow, 4867 Cordell Ave., Bethesda, MD (Bethesda Metro)  
RSVP to [mark@markdelbianco.com](mailto:mark@markdelbianco.com)

***Law is a relationship business. Bring cards to share. Do RSVP so you will be notified of any***

### Successful Small Firm Practice Course

The Successful Small Firm Practice Course has its final weekend session on November 16, 2019. Learn about fee agreements, marketing, client relations and productivity in this free program for D.C. Bar members and staff. Rochelle D. Washington led the Monday sessions which concluded November 4, 2019. Daniel M. Mills leads the final weekend session on November 16, 2019 from 8:30 a.m. to 4:30 p.m. The session is at the D.C. Bar, 901 Fourth Street NW, DC.

To register or inquire, e-mail [SmallFirmCourse@DCBar.org](mailto:SmallFirmCourse@DCBar.org)

### Lunch and Learn

All programs begin at Noon. You may attend in person or by video conference. Register for any or all at [lunchandlearn@dcbar.org](mailto:lunchandlearn@dcbar.org)

**November 7, 2019**

***Help, I Have No Time for Marketing (Holiday Edition)***, presented by Mary Ellen Hickman of **Hickman Consulting Partners, LLC**.

During this session, Ms. Hickman will discuss simple, cost-effective, holiday marketing tactics to help you get more clients now and generate additional business in the new year. For those who have already decided on your marketing for next year, she will present ways to make those marketing tactics

*event updates.*

## PMAS Events

**November 7** – Help, I have No Time for Marketing (Holiday Edition)

**November 13** – Day 1 of Basic Training & Beyond

**November 14** – Hands-on with Fastcase

**November 16** – Successful Small Firm Practice Course (Weekend, Day 2)

**November 20** – Day 2 of Basic Training & Beyond

## Ethics

### New!!

Ethics guidance on **Duties When a Lawyer is Impaired.** [Legal Ethics Opinion 377](#)

**Mandatory Arbitration Provisions in Fee Agreements.** [Legal Ethics Opinion 376](#)

**What are the ethical implications of crowdfunding a legal representation?** Read [Legal Ethics Opinion 375](#) for guidance.

**What are your obligations to a prospective client?** Read [Legal Ethics Opinion 374](#) to find out.

**Have you read** the Legal Ethics Opinions on *social media and lawyers?*

work better. If you're just starting out, she'll share which marketing tactics tend to work best, which to avoid, and how to make sure that the time and money you invest in marketing get the best results.

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### November 14, 2019

***Hands-on with Fastcase***, presented by Matthew Geary of [Fastcase](#).

During this program, Mr. Geary will explore search methods and techniques to achieve better search results and lead attendees through a step by step, hands-on, experience using Fastcase's many tools and features. Fastcase is a Bar member benefit and the leading next-generation legal research service that puts a comprehensive national law library and smarter and more powerful searching, sorting, and visualization tools right at your fingertips. The Fastcase collection includes cases, statutes, regulations, court rules, and constitutions. Fastcase also provides access to a newspaper archive, legal forms, and a one-stop PACER search of federal filings through our content partners.

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### December 5, 2019

***A Day in the Life of a Divorce & Family Law Lawyer***, presented by Michelle C. Thomas of [M.C. Thomas & Associates, PC](#).

Between managing clients, counsel and court, practicing divorce and family law can be challenging. During this session, Ms. Thomas will provide insight on how to not just survive but thrive as a divorce and family lawyer. This program will provide valuable information about how to develop, manage and grow a flourishing divorce and family law firm while minimizing the stress that often accompanies divorce practice. From recent changes in the law to law office management, the session will cover a wide array of issues that arise in divorce and family law and provide viable solutions. Topics include: the nuts and bolts of starting a divorce law practice; how to become a well-respected divorce law practitioner; managing a multi-jurisdictional practice; the various niches within this practice area and the importance of selecting one; how to keep up with the fast-paced changes in the law; common mistakes and pitfalls; the basics of practice and case management; as well as marketing and business development advice. If you have ever wondered how to get more divorce clients or simply get better ones, then you should not miss this session.

[Legal Ethics Opinion 370](#)  
[Legal Ethics Opinion 371](#)

## Other Events

[Continuing Legal Education programs](#)

[Communities Events](#)

[Pro Bono Center training programs](#)

[Register](#)

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**December 12, 2019**

***Tech Talk for Attorneys: Using Computers Efficiently in the Workplace (Hands-On)***, presented by Michael D.J. Eisenberg of [The Law Office of Michael D.J. Eisenberg](#)

Mr. Eisenberg is a D.C. lawyer and blogger at [www.TheTechSavvyLawyer.Page](http://www.TheTechSavvyLawyer.Page). Join him for a series of rapid-fire, 5-minute, tips and tricks to help those less comfortable with technology become more efficient using computers in the workplace. He will share some tricks he uses and has taught to other attorneys over the years. As a practicing lawyer, he will also identify some of the professional responsibility traps for attorneys that can result from uninformed computer use. You are invited to bring your laptop to follow along.

[Register](#)

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The *Lunch and Learn Series* is here. New programs are added regularly. Recaps and materials from recent programs are here. If you have an idea for a program, let us know at: [lunchandlearn@dcbar.org](mailto:lunchandlearn@dcbar.org)

## Basic Training & Beyond

Our monthly [Basic Training & Beyond](#), is set for November 13 and 20 at 9:15 a.m. – 4:30 p.m.

Register at [BasicTraining@dcbar.org](mailto:BasicTraining@dcbar.org)

This program has been attended by more than 3,000 lawyers and many have launched and are operating small law firms.

## PMAS Links and Free Downloads

[Law Firm Management Assessment \(Self-Check\)](#)

[Small firm legal trends and compensation reports](#)

[e-Manual for Basic Training & Beyond](#)

[More PMAS programs](#)

## From the Desks of Dan and Rochelle



Overheard at the [Great Legal Marketing](#) annual conference in Arlington, VA. last month:

A representative of a busy, successful plaintiff injury firm in Northern Virginia said, while explaining that the firm's hard copy, six page, monthly newsletter is one of the firm's more potent marketing tools, the firm is soon adjusting its content ratio from 60% nonlegal / 40% legal to 80% nonlegal / 20% legal. The regular recipe column in the newsletter is the most read item, according to a survey of the newsletter's audience, said the representative.

And if you missed **Clearing Clutter, Tuning in to Time, Space & Mind** last month with Niki Irish & Tracy Huang, [here's the recording](#).

**--Dan**

Year end is quickly approaching, and lawyers are exploring new and innovative ways to improve or increase marketing initiatives for 2020. Before you start "getting fancy" make sure your existing marketing initiatives are up to par. Let's start with your website which serves as your on-line business card. When is the last time you checked on your website to see if everything was working properly? No matter where your next client comes from, the internet or referral, they almost always check out your website. Here are a few other things you can do to make sure your latest marketing initiative doesn't lead a prospective client to a less than stellar webpage.

1. Make sure all your webpage links work!
2. Check to make sure your practice area content is up to date if applicable laws have changed.

3. Make sure you list your practice areas properly. If you have added or removed a practice area, your webpage should reflect this.
4. Make sure your contact information is accurate and up to date.
5. Make sure your payment links are working properly.
6. Update any new information about yourself on your "About Us" page.
7. Update your photos if it's been a while.
8. Add at least one "How To" video to your webpage.
9. Make sure your page is still there! Failure to pay a subscription for your domain can lead to your page being removed, so be sure to check!
10. Search yourself! See how you show up on-line. Be sure to check on your web reviews to address any concerns that may have been expressed about you or your firm. (If you choose to reply to a review, check out [LEO 370](#) and [371](#) before you do.)

**--Rochelle**

**Dan & Rochelle**

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