DC BAR
PRACTICE MANAGEMENT ADVISORY SERVICE

PRACTICE 360º NEWSLETTER

November 2022

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

Can You Turn Your City into a Referral Network?

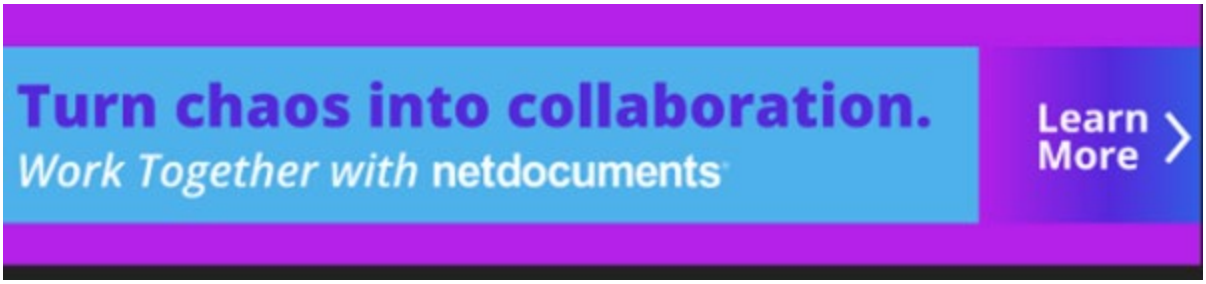
If you are intrigued by Conrad Saam's Dark Social technique discussed here last month, we have a program at Noon on Zoom November 10 that is a must for you. Sameena Kluck is presenting Modern Business Development: Winning Clients and Talent Online and you may register here.

Reaching out to clients where they already are – on social media – is at the essence of Dark Social, a remarkably effective technique that turns your city into a referral network when you work it properly.

Sameena is a social media and branding strategist who is also a lawyer. On November 10, she will cover engaging online, creating a compelling profile, being focused and intentional on social media and more.

If Conrad Saam's program presented the conceptional framework for social media engagement, Sameena's session will get you into the weeds of turning your city into a referral network.

REGISTER HERE



Successful Small Firm Practice Course

We have launched the Successful Small Firm Practice Course in a new way . . .

Are you interested in a business incubator approach to growing your law firm? Consider this Course, which has been a staple for several years as a series of multi-session programs focused on starting & growing a firm with attendees creating work product for the firm. But now, we offer it upon request on an individual basis designed to help the lawyer develop their firm in a series of one-on-one sessions. The Course will be able to focus precisely on the type of firm the member wants to create and will take place at a pace that suits the lawyer. Lawyers work through their business and marketing plans and have 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.

Basic Training & Beyond

Here is how to start, grow and manage a law firm in a large, urban market during a pandemic. Our monthly **Basic Training & Beyond** is set for November 9 & 16, 2022 / 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 or by Zoom videoconference. In-person attendees must comply with these protocols to enter the building.

REGISTER HERE

This program has been presented more than three hundred times for more than 4,000 lawyers over the last fourteen years, and many have launched and are now operating small law firms. We stay connected with many small firms, and what we learn informs the content for this program.

Managing Money

On December 5, 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 or business account. Our next in-person and Zoom session of Managing Money is set for December 5, 2022, 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.

Lunch & Learn

All sessions begin at noon EDT.

NOVEMBER 10

Modern Business Development: Winning Clients & Talent Online with Sameena Kluck. How do you normally engage with clients, prospects, and potential new hires? Are you mostly sending emails or issuing client alerts and newsletters? Why not reach out to them where they already are - on social media?

In this session, social media and personal branding strategist, and former lawyer, Sameena Safdar Kluck will cover:

- Why engaging online is crucial for your business.
- How to create a compelling profile.
- What are the two things you should do if you only have 10 minutes free for social media.
- How you decide which social media platforms to use.

How to amplify your clients and employees online to drive your network.

Webinar | Register Now

(Session sponsored by netdocuments)

SEE ALL SESSIONS

Read more at **Small Firm Lunch and Learn Series**

All programs begin at Noon. You may attend by Zoom video conference. Register for any or all here.

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

And if you missed **Thriving Not Just Surviving: Boundary Setting in Practice** with Niki Irish and Sharon Greenbaum, **Cyber Exposure for Law Firms** with Mark Lefever, **Upgrade Your Personal Operating System** with Anne Collier, **How to Build a Brand as a Lawyer** with Tim Ito and Janet Falk, **Officing at Carr WorkPlaces** with John Birmingham, **5 Steps to Grow Your Firm Online** with Annette Choti, **Vetting Technology** with Sharon Nelson & John Simek, **Working with Clients in Trauma** with Katharine Manning, **Manage the Challenges of Going Back to In-Person and How to Improve Your "Stage Presence"** with Ingela Onstad, **5 Steps to Creating**

Great Marketing Content as a Lawyer with Tim Ito and Boney Pandya, **How to Start or Expand Your 'Low Bono' Legal Practice by Joining DC Refers** with Charlie Lemley & Jennifer Lyman, **Negotiation Essentials** with Max Bevilacqua, **How Can DocuSign Help a Law Firm Manage Agreements** with Rob Everette, Lucy Nagasawa, and Rory Sullivan of DocuSign, **Perfect Your Pitch** with David Skinner and Karen Dunn Skinner, or any of our other programs, here are the **recordings and materials.**

More news from PMAS ...

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 . . .

The DC Bar's Lawyer Assistance Program (LAP) presents:

An Honest Conversation About Grief: Life is Messy, So Is Loss

Grief is an uncomfortable conversation and a necessary one. During this honest conversation, we will explore what grief looks like, the various ways people grieve, the different types of losses beyond death, and ideas for how to support those grieving.

Join us Tuesday, November 15th at 2pm ET (Zoom) to discuss how to support yourself and others through grief. **Register here.**

Here is the Lawyer Assistance Program Dispatch newsletter for the Summer. For the results of the groundbreaking study on attorney mental health and well-being, click here.

Here is new ethics guidance on Restrictions on Accepting a Legal Fee For Benefit of Certain Incarcerated Persons Before Notifying Prior Counsel of Record:

Legal Ethics Opinion 384

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.