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DC BAR PRACTICE MANAGEMENT ADVISORY SERVICE

# Practice 360° Newsletter

## Calendar

### Networking

**Thursday, March 12, Noon**
*Networking 101 for Lawyers*, presented by Benjamin Takis of Takis Nonprofit Law PLLC. The D.C. Bar, 901 Fourth Street NW, Washington, DC

## Lunch and Learn

All programs begin at Noon. You may attend in person or by our Webex video conference link. Register for any or all at lunchandlearn@dcbar.org

**March 12, 2020**
**Networking 101 for Lawyers, presented by Benjamin Takis of Takis Nonprofit Law PLLC.**

Whether you are leading your own small firm, a partner at a bigger firm, or an associate just starting your career, networking is an essential step in building a long-lasting and fulfilling career as a lawyer. Despite this, in law school and at most law firms, we are taught little about how to network effectively. During

RSVP to
lunchandlearn@dcbar.org

**Friday, March 13, 12:30 p.m.**
Alto Fumo, 2909 Wilson Boulevard, Arlington, VA (Clarendon Metro)
RSVP to
steven@stevenkriegerlaw.com

**Friday, March 27, Noon**
Barrel & Crow, 4867 Cordell Ave., Bethesda, MD (Bethesda Metro)
RSVP to
mark@markdelbianco.com

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

## PMAS Events

**March 11** – Day 1 of Basic Training & Beyond
**March 12** – Networking for 101 for Lawyers
**March 18** – Day 2 of Basic Training & Beyond
**March 26** – Lunch and Learn, The Easiest Ways to Increase Productivity – And Profitability – In Your Firm

## 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

this presentation, Benjamin Takis will discuss methods for effective networking, including where to find and build connections, what to say at networking events and follow-up meetings, and how to cultivate relationships over the long-term.

**Register**

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**March 26, 2020**
**The Easiest Ways to Increase Productivity – And Profitability – In Your Firm, presented by Geoff Gilbert of Coach for Executives.**

Why spend ten hours at work each day if your goal is to bill five? You shouldn't have to spend this much time at the office to reach your goals. During this program we will discuss what to do differently to get each day off to the best possible start, which activities to focus on first, and how to restructure each day to make sure that you achieve your goals. You'll learn how to boost productivity for you and your team, increase the profitability of your firm, and still have time for a personal life.

**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

If you missed ***Running on Empty: Burnout in the Legal Profession*** with Niki Irish; ***Clearing Clutter, Tuning in to Time, Space & Mind*** with Niki Irish & Tracy Huang; or Mary Ellen Hickman on ***Help, I Have No Time for Marketing***, here are the recordings and materials.

# Basic Training & Beyond

Our monthly Basic Training & Beyond**,** is set for March 11 and 18 at 9:15 a.m. – 4:30 p.m. A Saturday version of the two-day program is set for April 25, 2020.

Register at BasicTraining@dcbar.org

This program has been presented 244 times for more than 3,500 lawyers over the last twelve years and many have launched and are operating small law firms. We keep in touch with many small firms and what we learn informs the content of this program.

**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?*
Legal Ethics Opinion 370
Legal Ethics Opinion 371

## Other Events

Continuing Legal Education programs

Communities Events

Pro Bono Center training programs

## 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

With 57% of prospective clients searching on their own for a lawyer, according to the Clio Legal Trends Report for 2019, a good website for the small firm is essential. Research shows you have about seven seconds to grab the prospect's attention. You need a clear anchoring message that tells the prospect who you are and what you do. Next, you need to be clear about what you want the prospect to do now that they are on your website. Do you want the prospect to call, complete the *contact us* form, or something else? Finally, give the prospect a compelling reason to take the action. Why should they request your newsletter, book or consultation? What is in it for the prospect? An effective lead generating tool, a *lead magnet*, is a resource or enticement that causes a prospect to give you their contact information in exchange for the resource. Your goal with a good website is to cause the prospect to engage the *lead magnet*, request the resource in exchange for an

email address, and then be engaged in targeted follow-up marketing. When you become relevant to the prospect and demonstrate that you understand their problem, when the prospect engages with you and sees that you care, you are way ahead of your competition who have static websites that are all about the lawyer.

***--Dan***

You are invited to the D.C. Bar's sixth annual Practice 360°|A Day for Lawyers & Law Firms on May 15, 2020. Registration opens March 16th!

This annual event brings together some of the best offerings of the Practice Management Advisory Service and provides D.C. Bar members the unique opportunity to attend a full day of seminars covering a wide range of topics to help you profit and grow your firm. This is the premier local event of the year for lawyers who want to stay current with the evolving legal industry. Experts will provide the latest updates in innovation, law firm management, wellness, marketing and ethics.

The day also features numerous networking opportunities and a chance for members to learn more about specific products and services for lawyers and service providers that offer discounts through the Bar's member benefits program. We will have a book-signing with author and CEO of Clio, Jack Newton for his new book, *The Client Centered Law Firm*. Meet Jack and get your free copy of his new book at the rooftop after-event sponsored by Clio and Fastcase.

**Early Bird Pricing Won't Last:**

- **$24.95** for D.C. Bar members excludes CLEs; **$29.95** after April 16
- **$49.95** for D.C. Bar members includes CLEs (attendees may earn up to 3.0 ethics CLE credit hours); **$59.95** after April 16
- **$99.95** for non-D.C. Bar members includes CLEs (attendees may earn up to 3.0 ethics CLE credit hours); **$119.95** after April 16

***--Rochelle***

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