

**August 2024**

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



**Use August to Revamp Your Marketing Plan**

**by Kaitlin E. McGee**

In my experience, the month of August is consistently slow in DC when it comes to generating new business. Instead of viewing this as a drawback, slower periods provide valuable opportunities to step back and critically assess various aspects of your business.

This August, I encourage you to focus on **evaluating your marketing plan**. A strategic marketing plan is crucial for sustaining and growing your law firm, and now is the perfect time to fine-tune it.

Here are a few key areas to consider:

- **Online Presence:** How effective is your website in attracting and converting clients? Is your content up-to-date and informative?
- **Social Media:** Are you active on platforms like LinkedIn? Social media can be a powerful tool for networking and client acquisition.
- **Client Engagement:** How are you engaging with your current clients? Consider newsletters, follow-up emails, and regular updates to keep them informed and connected.
- **Advertising:** Are you utilizing online advertising effectively? Evaluate your return on investment (ROI) from platforms like Google Ads and Facebook Ads.
- **Referral Networks:** Are you maintaining and expanding your referral networks? Building relationships with other professionals can lead to valuable referrals.

To assist you in enhancing your marketing efforts, I highly recommend attending our **LinkedIn Lab with Annette Choti on August 8th**. Annette, an attorney and founder of [Law Quill](#), delivered a [program in February](#) on creating a great LinkedIn profile, and now she's joining us in person to help members optimize their presence on LinkedIn.

[Register here.](#)

The LinkedIn lab will cover:

- **Session 1: Profile Optimization:** Optimize your LinkedIn profile to position yourself as an industry expert and connect with potential clients.

- **Lunch and Q&A:** Bring your laptop and lunch for personalized Q&A session with Annette.
- **Session 2: Content Creation and Posting:** Learn to create and post engaging content to expand your network and attract clients.

If you want to delve deeper into your marketing strategy or discuss other aspects of your business, email us at [PMAS@dcbar.org](mailto:PMAS@dcbar.org). We have a business plan template and workbook available upon request. **Our services are free and confidential.**

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**

Check out this summary of [Pre-Trial AI Tools for Lawyers](#).

Here is guidance on [Attorneys' Use of Generative Artificial Intelligence in Client Matters](#), Legal Ethics Opinion 388.

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

## **Basic Training & Beyond**

**Here is how to start, grow and manage a law firm in a large, urban market.**

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.

Our monthly [Basic Training & Beyond](#) is set for **August 6 & 27, 2024 / 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. 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:

- **August 8, 2024** – LinkedIn Lab with Annette Choti

*An LPM & PMAS Production*

Register [here](#).

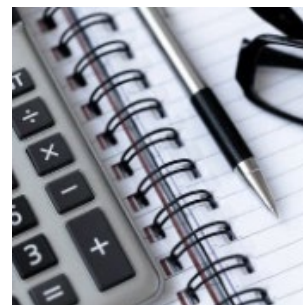
## Managing Money

### Managing Money

Our next in-person session of Managing Money is set for **September 26, 2024, 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.](#)



## 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](mailto:PMAS@dcbar.org).

## Resources

Our Video Resource Library is [here](#). 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](mailto:lunchandlearn@dcbar.org)

## Business Development Opportunities

[DC Refers](#) offers an excellent opportunity for lawyers and mediators to expand their practices while making a positive impact. This summer, you can join our online directory for free and help bridge the justice gap for people of modest means in the District of Columbia. The DC Refers directory is a trusted source for client referrals across all income levels. Apply now through August 31st to take advantage of waived application fees.

[Join the D.C. Bar Lawyer Referral Service \(LRS\)](#), an AI-powered program that simplifies the process of finding potential clients by bringing them directly to you! Using state-of-the-art technology, LRS puts your profile in front of those whose legal needs fit within your practice area.

**Missed any of these recent sessions? You can [access the recordings and materials anytime](#).**

Here's a glimpse of some recent sessions:

- **Five Ways to Use Email Effectively as a Marketing Tool** with Marketing Nice Guys
- **Pathagoras** with Roy Lasris

- **Set It and Forget It: LinkedIn for Busy Rainmakers** with Angela Dunz
- **AI in Action: Practical Strategies for Everyday Law Firm Success** with Kaitlin McGee

### **More News from PMAS**

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

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

– Kaitlin & Dan

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

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

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

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.

## 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](mailto:communitiesregistration@dcbar.org).





Serving our members so they can serve the community

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