

**October 2022**

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



**Can You Turn Your City into a Referral Network?**

A marketing technique exists that is extremely effective, lends itself well to a handful of lawyers, is inexpensive, but is not implemented by most lawyers, including lawyers that are otherwise great marketers. It indeed can turn your city or community into a referral source for your law firm.

It is commonly referred to as Dark Social. However, that is a terrible term because there is nothing dark about it. If you missed Conrad Saam's program on September 14 at [Practice 360](#) because you were in the CLE program, then you can watch it on our Vimeo channel now: [Dark Social in the Legal Industry](#).

What is Dark Social? It is the digital version of [How to Win Friends and Influence People](#), the 1936 Dale Carnegie book/philosophy that still sells and works because of how relevant and true it is. It involves no self-promotion. It emphasizes promoting others. If you are involved in your community in any manner, leverage that involvement on your favorite social media platform. [Conrad's Dark Social slide deck has examples.](#)

What's the impact? It builds your brand. It also drives links to you, both in the digital sense and personal sense. When you keep it local, it turns your city into a referral network.

## **What is Your Law Firm Worth?**

Find out how to value a law firm on Thursday, October 6 at Noon on Zoom when [Michael Molder](#) of AILA Limited and [Ellen Freedman](#) of the Pennsylvania Bar Association discuss factors that influence firm value by reviewing case studies of three firms with similar revenues, yet very different values.

[REGISTER HERE](#)

## **Successful Small Firm Practice Course**

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

The Course 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. We now 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. If you are interested in this approach to creating and growing a law firm, contact [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 during a pandemic. Our monthly [Basic Training & Beyond](#) is set for October 12 & 19, 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.

**Turn chaos into collaboration.**  
*Work Together with netdocuments*

Learn  
More >

## 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.

## OCTOBER 6

[Valuing a Law Firm](#) with Michael Molder of [AILA Limited](#) & Ellen Freedman of the [Pennsylvania Bar Association](#) - Learn the factors that influence the value of a law firm by reviewing case studies of actual firms with similar revenues but very different values.

Webinar | [Register Now](#)

## OCTOBER 20

[Thriving Not Just Surviving: Boundary Setting in Practice](#) with Niki Irish, Outreach & Education Coordinator of the D.C. Bar Lawyer Assistance Program. Learn why, when, and how to set firm, clear boundaries to help you take care of yourself, find a sense of control and enhance your emotional well-being in your professional and personal settings.

Webinar | [Register Now](#)

[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](mailto:lunchandlearn@dcbar.org).

And if you missed **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 . . .

[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 **Disclosure of Client Confidences or Secrets in Compliance With the Outside Counsel Guidelines of Another Client; Advance Agreement to Withdraw from Representation in the Event of a "Midstream" Conflict**: [Legal Ethics Opinion 383](#).

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.



Serving our members so they can serve the community

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[Practice 360°](#) | [Courses and Trainings](#) | [Mentoring Resource](#)