



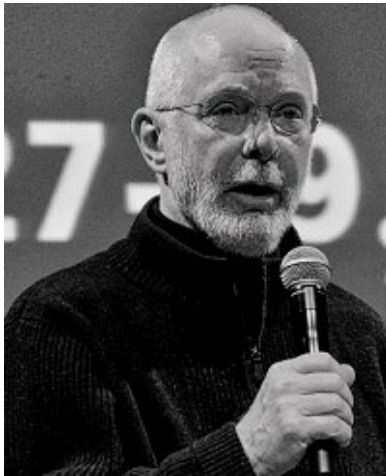
PRACTICE MANAGEMENT

ADVISORY
SERVICE

Practice 360° Newsletter

March 2022

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



Daniel M. Mills

In case you missed Perfect Your Pitch . . .

Karen and David Skinner presented one of the best programs on marketing that we have seen in a long time. If you missed last week's Lunch and Learn, click on [Perfect Your Pitch](#) to watch the recording. While you are watching, you may participate in the exercises by [opening this link to their slides](#).

Karen and David demonstrate that when you clarify your message, your website starts working for you, colleagues and staff become a powerful sales force, and clients will repeat a viral message that spreads.

Karen and David operate [Gimbal-Lean Practice Management Advisors](#) and help lawyers run their practice like a business.

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 and Dan



Kaitlin Forster

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Lunch and Learn



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](#).

All Lunch and Learn programs begin at Noon on Zoom.

Register for any or all at lunchandlearn@dcbbar.org

March 10, 2022

The Practical Use of e-signing with DocuSign: How Can DocuSign Help a Law Firm Manage Agreements?

Register

March 24, 2022

Negotiation Essentials

Register

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@dcbbar.org.

And if you missed *How to Detect, Mitigate, and Respond to a Cyber Attack* with Rob Saland, *Are You Lawyering or Laboring* with Maddy Martin, *How Hive Mind Can Help Your Law Firm* with Sara Kropf, Pratibha Agarwal & Jane Lemley, *A Higher Bar: How to Exceed Client Expectations in a Virtual World* with Tim Bedford of Ruby.com, *Protect Your Law Firm from the Biggest Security Threats of 2021* with Tom Lambotte, *What Small Firm Lawyers Need to Know about Malpractice & Cyber Insurance* with Mark Lefever, *Local SEO for Law Firms* with Casey Meraz, *Automating Billing and Accounting for Lawyers* with Deborah Schaefer, *Write Your Marketing Plan Now* with Mary Ellen Hickman, *20 Ways to Increase Your Firm's Online Visibility* with Annette Choti, *Next Level Online Oral Communication & Advocacy Skills* with Christine Clapp, *Collaborative Law Practice* with Alice Ahearn & Emily Baker, the *5 Most Common Trust Accounting Mistakes* with Tom Boyle, or any other programs this year, here are the [recordings and materials](#).

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 March 16 and 23 (9:15 a.m. – 4:30 p.m.)

We will meet by Zoom videoconference. [Register here](#).

This program has been presented 292 times for more than 4,000 lawyers over the last fourteen 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 for this program.

Managing Money



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 Managing Money program is set for March 21, 2022, 9:00am - 12:30pm.

[Register for an upcoming session or schedule a session for your firm here.](#)

PMAS Calendar

March 2022

March 10 – *The Practical Use of e-signing with DocuSign: How Can DocuSign Help a Law Firm Manage Agreements?*

March 16 – *Day 1 of Basic Training & Beyond*

March 21 – *Managing Money*

March 23 – *Day 2 of Basic Training & Beyond*

March 24 – *Negotiation Essentials*

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](#)

Ethics

Here is new ethics guidance on **Lawyer-Directors Representing Entity-Clients**, [Legal Ethics Opinion 382](#).

Other Events

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

[Continuing Legal Education programs](#)

[Communities Events](#)

[Pro Bono Center training programs](#)

COVID Resources

[Coping During COVID-19: You Are Not Alone](#) (D.C. Bar, Lawyer Assistance Program)

[COVID-19 and Well-Being](#) (D.C. Bar, Lawyer Assistance Program)

[Well-Being Tips for Working at Home](#) (D.C. Bar, Lawyer Assistance Program)

[Bracing for the Unexpected: Disaster Preparedness for Lawyers](#) (D.C. Bar, Practice Management Advisory Service)

[Quick Start Guide to Launching a Firm During the Pandemic](#) (D.C. Bar, Practice Management Advisory Service)

[New Law Firm Quick Start Technology Guide](#) (D.C. Bar, Practice Management Advisory Service)

[Working Remotely During the Pandemic: A Guide to Bar Member Benefits](#) (D.C. Bar, Practice Management Advisory Service)

[Legal Ethics in the Age of Coronavirus](#) (D.C. Bar, Legal Ethics Program)

[Link to other D.C. Bar Covid-19 Resources](#)

Practice 360° on July 14, 2022

Mark your calendars now for this day-long, in-person session with practical programs for lawyers and law firms. Registration will open later this year.

Email practice360@dcbars.org to be notified when registration is open.



PRACTICE
360° A DAY FOR
LAWYERS AND LAW FIRMS

SAVE THE DATE
July 14, 2022

D.C. Bar Practice Management Advisory Service | 202-737-4700
[Unsubscribe](#)



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