

Jumpstarting Your Practice: A Roadmap to Success

*Friday, February 1, 2013, 9:00 a.m. to 5:00 p.m.
Suffolk University Law School*

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Whatever your reasons for starting your own law practice, you need to think about being both the generator of a business and its chief source of revenue. Therefore, you will need to give the proper amount of attention and energy to growing a business as well as the practice of law. Jumpstarting Your Practice: A Roadmap for Success is designed to get you started on the correct path.

Building a successful law practice in today's competitive market requires a solid business plan, knowledge of the law, and a polished marketing strategy. Many lawyers have successfully transitioned from student or employee to firm owner and are now enjoying the benefits of a successful law practice. You can join their ranks, learn from their experience, and acquire their keys to success by attending this program. Our team of experts features mostly Suffolk alumni, some of whom are seasoned and others who are relatively new to practice or their own practice.

Jumpstarting Your Practice provides you with skills and knowledge for starting your own law firm that you might not have learned in law school. You will also gain essential networking skills. For those deciding on a niche, you will get insight into different types of practice. And perhaps most importantly, you will learn how to avoid pitfalls and practice ethically.

Do not miss this opportunity to learn how to make a successful transition into your own practice. Here's what prior attendees have said:

"The information on the basics of starting a law practice was extremely helpful and valuable"
VALERIE DESIRAL, ESQ., STONEHAM, MA

"The presenters were fabulous, and offered very 'real world' advice."
INGRID PERSSON, SUFFOLK UNIVERSITY LAW SCHOOL, 2012 GRADUATE

ATTEND AND LEARN

- What you need to do to start your own firm
- How to choose a business model
- How to run a law practice and avoid potential problems
- Where to find clients and how to keep them
- How different areas of practice vary and what area might be best for you



Suffolk University

Law School

Center for Advanced
Legal Studies

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Agenda

9:00 A.M. WELCOME AND INTRODUCTIONS

Eric J. Parker ▪ Moderator for all panels

9:10 A.M. HOW TO GET STARTED IN YOUR OWN PRACTICE

- Challenges in Setting up Your Own Firm
- How to Choose Your Practice Area
- How to Select a Location
- What Business Model and Business Entity Will Best Facilitate Your Firm's Success

10:45 A.M. ESSENTIALS TO SETTING UP—INSURANCE, EMPLOYEES, TECHNOLOGY—HARDWARE AND SOFTWARE, RESEARCH, CREATING A NETWORK OF SUPPORT, OUTSOURCING—WHAT AND HOW

11:15 A.M. BILLING AND BILLING PRACTICES AND INVESTMENT DECISIONS— HOW TO GET PAID AND HOW TO SET HOURLY RATES

PANELISTS: Tasha Buzzell ▪ Kathy Jo Cook ▪ Jared Correia ▪ Andrew Garcia ▪ Alex Moschella

12:00 P.M. LUNCH—"UNPROGRAM"—HOW TO CHOOSE A PRACTICE AREA

Network in small groups with attorneys in different practice areas to help you decide what area(s) are best for you and learn about the keys to success and the challenges

APPELLATE PRACTICE/ADR | Tasha Buzzell

CORPORATE/MUNICIPAL LAW | John Flick

CRIMINAL LAW | Lucinda Rivera

ELDER LAW | Alex Moschella

EMPLOYMENT LAW | Kathy Jo Cook

FAMILY LAW/MEDIATION | Eric Schutzbank

INTELLECTUAL PROPERTY | Stacie Corcoran

REPRESENTING START-UPS | Eric Henry

CONSUMER LAW AND CLASS ACTIONS | Andrew Garcia

PERSONAL INJURY | Eric Parker

1:30 P.M. AVOIDING PITFALLS IN RUNNING A PRACTICE

Things to Do:

- Define the Scope of the Engagement at the Outset in an Engagement Letter
- Spell out the Fee Arrangement
- Check for Conflicts with Other Clients
- Keep the Client Informed at All Times and Return Phone Calls
- Explain the Pros and Cons of a Proposed Course of Action
- And much more.....

Things to Avoid:

- Don't Overpromise or Guarantee a Result
- Be Careful with Multiple Representations—Close Corporations, in Particular
- Avoid Business Transactions with Clients
- Never Use Client Money for Any Reason
- Avoid Nasty Communications with Opposing Lawyers
- Maintain Confidentiality of Client Affairs-Be Careful with the "Reply to All" Button
- Be Aware of Practicing Across State Lines
- Know the Rules regarding Referral Fees
- And much more



Visit www.law.suffolk.edu/als for more information about the panelists.

PANELISTS: James Bolan ▪ Rodney Dowell

3:30 P.M. FINDING CLIENTS, WORKING WITH CLIENTS, KEEPING CLIENTS

- How Do You "Market" Your Services and Define the Core Areas of Your Practice?
- Do You Need a Brochure & Why?
- Should You Explore Social Networking Marketing? Blogging?
- What Should Your Business Card Look Like & Why?
- Do You Need to Worry about Newsletters and e-mail Alerts to Clients and Professionals?
- The Use of Web Pages and Consultants and Search Engine Optimization e.g. What Is It and How Does It Work
- Building Referral Sources – How Do You Identify and Develop Contacts
- Use of Professional Organizations
- How to Thank Referral Sources
- How to Be a Promise Keeper
- How to Get Seen and Noticed by Use of Informational Articles and Resource Guides for Clients, Families and Professionals
- Use of Consultants to Help with Marketing and Business Plan and How to Identify such Consultants
- What Are the Due Diligence Requirements to Identify Marketing Materials to Comply with Professional Rules of Responsibility?
- What Is Niche Marketing?
- What Organizations Are Important to Join & Why?

PANELISTS: Kathy Jo Cook ▪ Andrew Garcia ▪ Alex Moschella

5:00 P.M. CONCLUDE

Registration

\$150.00; \$75.00 for Suffolk Alumni

All 2012 law school graduates and law students may attend **FREE** of charge.

Please visit www.law.suffolk.edu/als or call 617.573.8627