Contents

| About the Author | | x_i |
|------------------|--|--------|
| Fo | Foreword | |
| Introduction | | $x\nu$ |
| 1 | Making Money While Getting the Firm Started | 1 |
| | Contract Work | 2 |
| | Document Review | 5 |
| | Write Legal Articles | 5 |
| | Work in a Nonlegal Job | 6 |
| | Chapter Checklist: Get Supplemental Income | 7 |
| 2 | You May Be a JD, but You Need to Think Like an MBA | 9 |
| | Set Goals for Your Business | 10 |
| | The Stretch Goal | 10 |
| | Rewards | 10 |
| | Setting Your Goals | 11 |
| | The Goal | 11 |
| | The Stretch Goal | 11 |
| | The Super Stretch Goal | 12 |
| | Make Your Business Legal | 14 |
| | Decide on a Business Entity | 14 |
| | Sole Proprietorship | 14 |
| | Partnerships | 14 |
| | Subchapter S Corporations | 15 |
| | Limited Liability Companies | 15 |
| | Corporations | 16 |
| | Register Your Business | 17 |
| | Taxes! | 18 |
| | Set Up Your Bank Accounts | 19 |
| | Operating Account | 19 |
| | IOLTA | 19 |

| | Savings Account | 20 |
|---|--|----|
| | Line of Credit | 21 |
| | Get Malpractice Insurance | 21 |
| | Use an Accounting Software to Track Everything | 22 |
| | Cheap or Free Software Recommendations | 22 |
| | Categorizing Your Income and Expenses | 22 |
| | Prepare for Tax Season | 23 |
| | Tax Deductions to Track | 23 |
| | Setting Aside Funds | 25 |
| | Chapter Checklist: Run Your Law Firm Like a Business | 25 |
| 3 | Make Your Firm Seem Established | 27 |
| | Name Yourself | 27 |
| | Naming Options | 27 |
| | Ethical Considerations | 28 |
| | Trademark | 28 |
| | Get a Logo | 29 |
| | Determining the Type of Logo You Want | 29 |
| | Inspiration | 29 |
| | Designing a Logo on a Budget | 31 |
| | Find Office Space | 31 |
| | Introducing, the Virtual Office | 31 |
| | Where to Find a Virtual Office | 32 |
| | Add Your New Address to Google Maps | 33 |
| | Get a Personalized Domain Name | 34 |
| | Set Up Your Firm Email Address | 35 |
| | Link Your Email to Your Devices | 35 |
| | Add a Personalized Signature | 36 |
| | Get an Office Phone Line | 37 |
| | Virtual Office Secretary | 37 |
| | Google Voice | 37 |
| | Get a Fax Number | 38 |
| | Use Your Virtual Office's Fax | 38 |
| | HelloFax | 38 |
| | Design and Launch a Website | 39 |
| | Website Hosting | 39 |
| | Wix | 39 |
| | WordPress | 40 |
| | What Should You Have on Your Website? | 40 |
| | The Home Page | 40 |
| | About | 41 |
| | Practice Areas | 41 |

| | Testimonials | 41 |
|---|--|----|
| | Resources | 42 |
| | Contact | 42 |
| | How to Design a Website on a Budget | 43 |
| | DIY | 43 |
| | Get Help from a Web-Design Friend | 44 |
| | Buy an Existing Website | 44 |
| | Get a Professional Headshot | 45 |
| | How to Get a Headshot Cheap | 45 |
| | What to Wear | 45 |
| | Set Up Social Media Accounts for Your Firm | 46 |
| | Order Business Cards | 46 |
| | Set Up Credit Card Payments | 46 |
| | Chapter Checklist: Get Legit | 47 |
| 4 | Getting Clients | 49 |
| | Establishing Your Target Market | 49 |
| | Networking | 52 |
| | Overcoming the Fear of Networking | 52 |
| | Where to Network | 52 |
| | Determine the Value of a Networking Event | 52 |
| | Finding Networking Events | 53 |
| | Volunteering | 54 |
| | Taking Pro Bono Cases | 54 |
| | Volunteering at Legal Clinics | 54 |
| | Speaking and Writing | 55 |
| | Speaking Engagements | 55 |
| | Writing | 56 |
| | Social Media | 57 |
| | Facebook | 57 |
| | Facebook Live | 58 |
| | Instagram | 59 |
| | YouTube | 60 |
| | Tinder—Just Kidding! | 61 |
| | Yelp | 61 |
| | Chapter Checklist: Bring in Business | 61 |
| 5 | Case Management: How to Keep Track of All Your New Cases | 63 |
| | Case-Management Software | 63 |
| | Google Drive | 63 |
| | Setting Up Google Drive as a Case Management Program | 64 |
| | MyCase | 64 |

| | What to Track | 65 |
|---|---|-----|
| | Case Fees and Payments | 65 |
| | Referral Sources | 66 |
| | Types of Cases | 67 |
| | Time Spent on Tasks | 68 |
| | Deadlines | 69 |
| | Chapter Checklist: Stay Organized | 70 |
| 6 | Getting Paid | 71 |
| | Types of Fee Arrangements | 71 |
| | Flat Fee | 71 |
| | What Are the Benefits of Flat Fees? | 72 |
| | What Are the Difficulties of Flat Fees? | 72 |
| | Tips for Using a Flat-Fee Payment System | 72 |
| | Hourly Fees | 73 |
| | What Are the Benefits of Hourly Fees? | 73 |
| | What Are the Difficulties of Hourly Fees? | 73 |
| | Setting Up Fee Payments Under an Hourly Fee Structure | 73 |
| | Tips for Using an Hourly Fee System | 74 |
| | Contingency Fees | 74 |
| | What Are the Benefits of Contingency Fees? | 75 |
| | What Are the Difficulties of Contingency Fees? | 75 |
| | Costs in a Contingency Fee Practice | 75 |
| | Developing a Contingent-Fee Structure | 76 |
| | Tips for Using a Contingency Fee System | 77 |
| | Invoices | 78 |
| | Wave Accounting | 78 |
| | Paid Alternatives | 79 |
| | Follow Up, Follow Up! | 79 |
| | Credit Cards and Payment Plans | 80 |
| | Chapter Checklist: Make It Rain | 80 |
| 7 | Work Smarter, Not Harder | 81 |
| | Creating Your Ideal Workweek | 81 |
| | Plan Your Vacations | 95 |
| | Become Incredibly Efficient | 96 |
| | Communication | 96 |
| | Email | 96 |
| | Social Media | 97 |
| | Phone Calls | 99 |
| | Office Hours | 100 |

Contents

| | Work Product | 100 |
|---|--|-----|
| | Setting Tasks | 102 |
| | Don't Let Things Pile Up | 104 |
| | Chapter Checklist: Get Focused and Efficient | 104 |
| 8 | Outsourcing and Delegating | 107 |
| | How to Know When You're Ready to Grow | 107 |
| | Work | 107 |
| | Money | 108 |
| | How to Grow Slowly and Carefully | 108 |
| | Tips for Hiring | 109 |
| | Train 'Em Up and Keep 'Em Happy | 111 |
| | Nondisclosure | 111 |
| | Training Manual | 111 |
| | Motivation and Bonuses | 112 |
| | Chapter Checklist: Get Help | 112 |
| 9 | Create a Business Plan | 115 |
| | Section 1: Executive Summary | 115 |
| | Section 2: Basic Business Concept | 116 |
| | Section 3: Market Analysis | 117 |
| | Target Market | 117 |
| | Competitive Analysis | 118 |
| | Section 4: Marketing Plan | 120 |
| | Section 5: Operations | 123 |
| | Section 1: Executive Summary (Round 2) | 126 |
| | Chapter Checklist: Make a Plan | 128 |
| Fin | aal Thoughts | 129 |
| | ppendix A: Weekly Tasks | 131 |
| - | ppendix B: Solo and Small Firm Procedures Checklist | 133 |
| | ppendix C: Fee Tracking Spreadsheet | 137 |
| Appendix D: Referral Tracking Spreadsheet—Consultations | | |
| Appendix E: Time Tracking Spreadsheet | | 141 |
| - | ppendix F: Business Plan | 143 |
| | pendix G: Sample Business Plan for Eagan Immigration | 149 |
| Inc | lox | 163 |