

Marketing Your Law Firm

A study commissioned by the ABA Standing Committee on the Delivery of Legal Services confirms what we've long suspected – how clients find attorneys is changing. Word of mouth is still a popular way to find a lawyer, while searching the Yellow Pages is fading. Online sites that allow for the exchange of questions and answers between prospective client and lawyer are most likely to be used, as well as those that provide for consumer feedback. Social networking sites are not a likely resource.

The study found that people are generally not familiar with limited scope representation. However, when respondents learned about such services, they became interested in using them.

Nearly six out of 10 (57 percent) respondents would likely turn to free online legal services if they were to represent themselves in a legal matter. A similar percentage (59 percent) indicated they would be very or somewhat likely to turn to a judge as a resource when proceeding with a personal legal matter without a lawyer.

The full report is available at http://www.americanbar.org/content/dam/aba/migrated/2011_build/delivery_legal_services/20110228_aba_harris_survey_report.authcheckdam.pdf.

Source: *ABA Journal*, June 2011

Summer CLEs

July 13 from 12 to 1 pm - Legislative Update. A free, brown-bag session that has been approved for 1 CLE credit. Be sure to RSVP for a seat.

Sept 14 from 11 am to 1 pm - Representing Citizen Soldiers. Free, lunch included but you must register in advance. Two CLE credits pending, including 1 for Ethics & Professionalism.

Both will be held in the jury assembly room at the Lyon County Courthouse. Go to lyoncounty.org/LawLibrary.html to register.



Hanging a Shingle? Five Tips for Success

In her *Law Practice Today* article, attorney Lisa Harris Jones offers practical tips to help others mirror her success.

Have a plan. Build your foundation by forming strong relationships with your current clients and determining costs such as the lease for office space, equipment and staff salaries.

Be confident. But don't bite off more than you can chew. "Taking on more work than you are capable of handling will lead quickly to disgruntled clients and expose you to a malpractice suit."

Be an expert. Doing so requires that lawyers constantly sharpen their skills. Read journal articles, develop connections with other practitioners and publish professional articles.

Volunteer. Peer-building and advocacy organizations are excellent places to find others who can provide guidance, mentorship and resources to help build business.

Foster your relationships. Keep a work-life balance. Your friends and family helped you get here, be sure to spend time with them and show your appreciation for their support.

Source: *YourABA*, June 2011

The LCLL on Facebook

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