

Landmines in Opening Your Own Practice
Juliet Boyd & Sarah Toney

Top 10 list:

1. Marketing
 - a. Don't assume business will just come
 - b. Cold calls about listings/being referred calls/web listings
 - c. Blog
 - d. Social Media

2. Law Firm Set Up
 - a. Register with Supreme Court – authorizes FIRM to practice law
 - b. Register the entity with SOS
 - c. EIN
 - d. Cook County number
 - e. LLC v. PC, etc

3. Don't Over Commit
 - a. No 10 year leases upfront
 - b. Consider office share v. working from home v. Starbucks seeing clients v. Regus
 - c. Office equipment
 - d. Firm car – no Mercedes right away

4. Treat the business like a business
 - a. Use written contracts
 - b. Different kind of contracts and what's in them
 - c. Different retainer agreements, see case law
 - d. Client to pay for copies/westlaw/interest charges language in contract

5. Technology
 - a. Cloud
 - b. VOIP phone
 - c. Listserves
 - d. Case management software
 - e. Billing
 - f. Calendar
 - g. Reasearch – Fastcase, Westlaw, Lexis, internet

6. How to Make Money

- a. Billing
- b. Software
- c. Monthly v. regular bills
- d. Follow Up
- e. Collections and Liens
- f. Accountant
- g. Make a copy of the check and keep it

7. Banking

- a. Different checks
- b. Trust accounts and Operating accounts
- c. Naming the accounts

8. Managing Clients

- a. Expectations
- b. Role
- c. Selling yourself without selling
- d. Keeping clients in the loop, procedures in place to do so

9. Good people

- a. Accountant
- b. Book keeper
- c. Befriend experienced lawyers
- d. Answering service
- e. ISBA, organizations that will benefit you

10. Know when to say NO

- a. Bad client
- b. Case where you don't know the area of law
- c. Cold calls
- d. Scams



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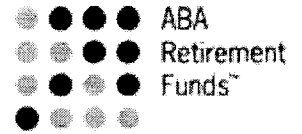


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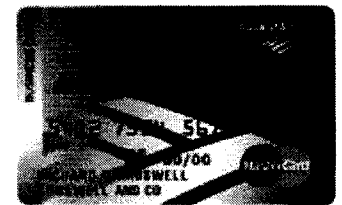
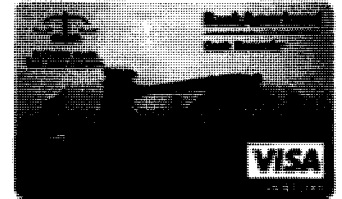
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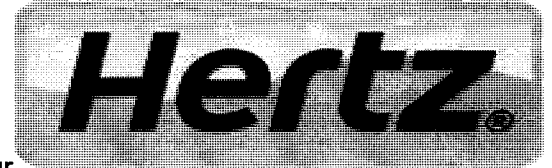
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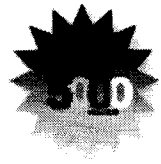
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