Incubator Boot Camp: Tools for New Lawyers Looking to Go Solo

San Francisco, Live Webcast and www.pli.edu,* February 24, 2017

Why You Should Attend
Incubators train and support new lawyers to set up practices that charge affordable rates to otherwise underserved clients. This boot camp will benefit all lawyers that want to create sustainable practices serving clients of modest means. You will learn how to set up your firm, practice ethically, and handle firm finances.

What You Will Learn
- Forming the practice entity
- Designing a sustainable practice
- Basics of malpractice insurance
- Ethical considerations when starting a practice
- Mechanics of practice
- Finance issues

Who Should Attend
Law students, new graduates, attorneys participating in incubator programs, and attorneys or students interested in developing a solo practice. This program is specifically tailored to benefit individuals serving a modest means population but the program information will greatly benefit all attorneys and law students from attending.

Program Schedule

9:00
Program Overview and Introductions
Theresa Mesa

9:05
Deciding to Start Your Law Firm and Forming the Practice Entity
The first step to starting a law practice is to determine if this is really the right decision for you and your family. Starting a law practice requires a great deal of commitment to your vision and the client base you will serve. Learn how a new solo should weigh the pros and cons of doing business as a sole proprietor, an LLC, a 501(c)3, or a corporation.
Cynthia Chandler

10:05
Designing and Marketing a Sustainable Practice
Examine the ways to choose a practice area and develop a client base. Speakers will discuss the importance of identifying a niche – geographically, by client population, or by subject matter – to more effectively market and sustain a community law practice.
Maria E. Hall, Lilys McCoy

11:05
Networking Break

11:20
Legal Ethics: What You Need to Know When Starting a Law Practice
Learn the basic rules of confidentiality and how to ethically discuss cases with mentors. Find out why conflicts rules are important and when waivers are necessary. Hear how to be competent when you are starting out and when to write off time that you take to learn. Explore client relationships – how to communicate and how to balance the duty of loyalty to the client with the duty of loyalty to the court.
Robert A. Hawley

12:20
Lunch

1:20
Malpractice Insurance and Finance Aspects of Starting a Practice

A. Malpractice Insurance: Rules and Best Practices for Getting Started

Explore the benefits of malpractice insurance and the disclosure rules around not having it. Find out how much you need for your practice, how you should select a carrier, and how to do claims reporting. Learn what you need to have in order to get malpractice insurance, and how to get it: you must have letterhead, determine areas of practice, develop a conflicts system, and set up a calendaring system.

B. Financial Aspects of Starting and Maintaining a Practice

Learn about the different financial aspects of starting and maintaining a law practice. This session discusses the importance of establishing a budget, opening a trust account, and hiring a tax professional to advice you on tax implications of owning your own business. Learn how to do a cash flow plan and get tips on staying afloat for the first 100 days.

Luz E. Herrera, Raquel Hines

2:35

Networking Break

2:50

Mechanics of Practice: Billing, Types of Client Engagement, and Financial Arrangements

Why are billing and timekeeping important, and what are the ethical issues and concerns? Learn the differences between full scope representation and limited scope representation, and what brief advice, drafting, and pro per coaching entail. Explore what financial arrangements will work in your practice: hourly, flat rate, not to exceed price ceilings, contingent, sliding scale, and hybrids of any of these arrangements. See how to draft letters defining the rules of engagement, disengagement, and non-engagement.

Vincent Tong

3:50

Adjourn

Faculty

Co-Chairs

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