

Solo Practice Bootcamp: Best Practices from Legal Incubator Programs to Help You Launch Your Own Practice

San Francisco, Live Webcast and www.pli.edu,* April 23, 2018

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
- Ethical considerations when starting a practice
- Financial management
- Billing and fee arrangements
- Business planning

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 benefit all attorneys and law students interested in starting their own practice.

AGENDA

9:00

Opening Remarks

Cynthia Chandler, Maria E. Hall, Lilys D. McCoy, Anne-Marie Rábago

9:05

Deciding to Start Your 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 or a business entity.

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 and researching a niche so that you can effectively market and sustain a community law practice.

Maria E. Hall, Lilys D. 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 is inefficient or primarily for learning the basics of a practice area. Explore client relationships — how to communicate and how to balance the duty of loyalty to the client with the duty of candor to the court. Explore the benefits of malpractice insurance and the disclosure rules around not having it.

David M. Majchrzak

12:20 Lunch

1:15

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 advise 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.

Anne-Marie Rábago

2:15 Networking Break

2:30

Billing and Fee 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 limited advice, drafting, and pro per coaching entail. Explore what financial arrangements will work in your practice: hourly, flat rate, price ceilings, contingency, sliding scale, and hybrids of these arrangements. See how to draft letters defining the rules of engagement, disengagement, and non-engagement.

Jo-Anna M. Nieves, Vincent Tong

3:30

Bringing It All Together - Strategic Planning & Growth

Once your practice is launched, how do you grow it ethically and sustainably? The difference between a successful law practice founder and an attorney who just practices law is how well the attorney hones their business skills and development acumen. Learn from successful small firm founders how they focus on business development by planning, tracking key performance indicators, building optimization systems, and building key skills that are indispensable to success.

Givelle J. Lamano, Otis C. Landerholm

4:30 Adjourn

Faculty:

Co-Chairs:

Cynthia Chandler

Mentoring Attorney
Bay Area Legal Incubator
Oakland, California

Maria E. Hall

Attorney Development Director
Los Angeles Incubator Consortium
Los Angeles, California

Lilys D. McCoy

Director
Thomas Jefferson School of Law Center for Solo Practitioners
San Diego, California

Anne-Marie Rábago

Director
Texas Opportunity & Justice Incubator
Austin, Texas

David M. Majchrzak

Senior Counsel
Klinedinst PC
San Diego, California

Givelle J. Lamano

Lamano Law Firm
Oakland, California

Otis C. Landerholm

Landerholm Immigration, A.P.C.
Oakland, California

Jo-Anna M. Nieves

Attorney at Law

The Nieves Law Firm, APC

Oakland, California

Vincent Tong

Founding Attorney

Tong Law

Oakland, California

Program Attorney: Christina Thompson