

June 2024

From the Desks of Your D.C. Bar Practice Management Advisors



Content that Sticks

by Kaitlin E. McGee

In our [most recent Lunch and Learn program](#) with Angela Dunz about using LinkedIn for business development, she pointed out that the “stickiest” content on LinkedIn right now is video and podcast material.

If you’ve never posted video or audio content on social media for marketing purposes, you may be afraid that it will take too much time, not look “perfect,” or that you don’t have the tools to create something good.

Over the past year, I’ve been experimenting with video content on LinkedIn and can tell you that it’s easier than you think. You can also create quality video and audio content using only free tools. The tools I use are:

- Zoom
- Descript
- ChatGPT

To create a [video demo with ChatGPT](#) recently, I followed the following steps:

1. I started a meeting on Zoom, shared my screen, and recorded myself using ChatGPT to summarize and analyze legal briefs in a disciplinary case in front of the D.C. Court of Appeals.
2. Then, I uploaded that video to the free version of Descript and edited the content to make it shorter and more engaging. (30-60 seconds is optimal)
3. Since Descript uses AI to create a transcript of the video, I copied the transcript into ChatGPT and asked it to help me draft a LinkedIn post to accompany the video.
4. I posted the video to LinkedIn directly and edited the auto-generated captions to make sure they were correct.

If you need extra encouragement to explore video, you may want to join a group like [Videosocials](#) to get constructive feedback on your content. Another option is to pair up with another attorney looking to create video content and present to each other on Zoom and record it. You'll have built-in accountability and the benefit of feedback before you post your content.

If you try out video, send us a note and let us know how it goes. You can reach Dan and me at PMAS@dcbar.org.

Whether you are starting a firm from scratch or growing and managing an existing firm, PMAS has resources to help you create and meet your business goals. For courses and resources we offer free to DC Bar members, visit our [website](#).

AI for Law Firms

If you missed my presentation on AI last month, you can find it [here](#). We talked about real-world applications of AI in your law firm and delved into crafting effective prompts for ChatGPT and addressing considerations surrounding ethics and confidentiality.

Here is new guidance on [Attorneys' Use of Generative Artificial Intelligence in](#)

[Client Matters](#), Legal Ethics Opinion 388.

If you are using AI at your firm, let us know at PMAS@dcbar.org.

Basic Training & Beyond

If you're starting a firm, [Basic Training & Beyond](#) is a great jumping-off point. Day One will teach you the essentials to get your firm off the ground, and Day Two will help you grow and manage your firm.

Here is how to start, grow and manage a law firm in a large, urban market.

Our monthly [Basic Training & Beyond](#) is set for **June 4 & 25, 2024 / 9:15 a.m. – 4:30 p.m.** We will meet in person in the Williamson Conference Room on the third floor of Bar Headquarters. The program is presented monthly for members and law firm staff.

This program has been presented more than three hundred times for more than 4,000 lawyers over the last fifteen years, and many have launched and are now operating small firms. We stay connected with many small firms, and what we learn informs the content for this program.

Lunch and Learn

PMAS will also be collaborating with the [Law Practice Management Community](#) to bring you the following Lunch and Learn:

- **June 6, 2024** – Pathagoras with Roy Lasris
- **June 28, 2024** – 5 Ways to Use Email More Effectively as a Marketing Tool
- **July 18, 2024** – Improving Hiring Success with Emotional Intelligence

An LPM & PMAS Production

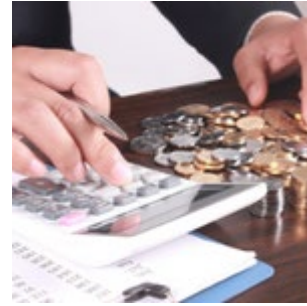
All programs begin at noon on Zoom. Register for any or all [here](#).

Managing Money

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Monday, June 10 | 9:00 a.m. – 12:30 p.m.

On June 10, learn how to onboard a new client by creating the appropriate fee agreement; make the proper entries onto the client ledger and trust account when needed; track the established earning mechanism; and make proper entries in the firm's operating or business account. Our next in-person session of Managing Money is set for **June 10, 2024, 9:00 a.m. – 12:30 p.m.**



We also present Managing Money on request for a law firm or organization.

[Register for an upcoming session or schedule a session for your firm here.](#)

Successful Small Firm Course

Are you interested in a business incubator approach to growing your law firm?

Consider working with us on an individual basis. We now offer the **Successful Small Firm Practice Course** in a series of one-on-one sessions.

The course serves as an incubator for solo attorneys and small firms and helps them work through their business and marketing plans with support, feedback, and guidance. Lawyers focus on the type of firm they want to create and work through the Course at their own pace with built-in accountability for achieving

their business goals. If you are interested in this approach to creating and growing a law firm, contact PMAS@dcbar.org.

Events

Learn how you can help expand access to justice in our community! [D.C. Superior Court](#) and the [Washington Council of Lawyers](#) are hosting two Superior Court Open Houses in June. Experienced legal services lawyers will lead you on a tour of one of the Court's busiest branches where more pro bono representation is needed. You'll observe court proceedings, speak with Superior Court Judges, and learn how to get connected with pro bono opportunities.

- On **Tuesday, June 11**, learn about **representing parties and serving as guardian ad litem in child custody cases** in the Domestic Relations Branch. [Click here for more information and to register.](#)
- On **Tuesday, June 18**, learn about **representing petitioners in Civil Protection Order cases** in the Domestic Violence Division. [Click here for more information and to register.](#)

Current and prospective pro bono attorneys, legal services lawyers, and law students are all welcome! Please help spread the word!

Resources

Our Video Resource Library is [here](#). New programs are added regularly. Our full archive of recordings and materials is [here](#). If you have an idea for a program, let us know at: lunchandlearn@dcbar.org.

Missed any of these recent sessions? You can [access the recordings and materials anytime](#).

Here's a glimpse of some recent sessions:

- **Set It and Forget It: LinkedIn for Busy Rainmakers** with Angela Dunz

- **Financial Empowerment for Women in Law** with Niraj Chhabra and Jessica Medina
- **Team Building – When the Team is Remote** with Stephanie Everett
- **Hire.Acquire.Inspire – How to Build a Growing and Thriving Law Firm** with Ross Albers
- **Sneak Peek at the New Fastcase/vLex Generative AI Tool, Vincent AI** with Ed Walters
- **Lead Generation | How to Build a Steady Pipeline of New Clients** with Marketing Nice Guys

More News from PMAS

Read our [Duly Noted](#) blog post on how to jumpstart your marketing.

If you are interested in a practice management assessment, [click here](#).

– Kaitlin & Dan

In other news . . .

Here is the Lawyer Assistance Program [Dispatch](#) newsletter.

For the recent results of the groundbreaking study on attorney mental health and well-being, [click here](#).

For more information on PMAS programs, [click here](#).

CLE, Communities Events & Pro Bono:

Continuing Legal Education programs are [here](#).

Communities Events are [here](#).

Pro Bono Center training programs are scheduled [here](#).

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Practice Management Advisors have a free and confidential relationship with D.C. Bar members pursuant to Rule 1.6(j) of the D.C. Rules of Professional Conduct.



This two-volume title, typically priced at \$495, is being offered to subscribers of this newsletter at a discounted rate of \$450. To obtain the discount code, please reach out to communitiesregistration@dcbar.org.



Serving our members so they can serve the community

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