

Building Your Practice: Client Development For Young Lawyers

SMU Dedman School of Law's *Planning To Conquer The Real World Of Private Practice Conference*

April 5, 2014

PLANNING TO CONQUER THE REAL WORLD OF PRIVATE PRACTICE SMU Dedman School of Law

Saturday, April 5, 2014
Carr Collins, Jr. Hall, Godwin Gruber Lawyers Inn

10:00 AM

Welcoming Remarks – Karen Sargent

10:15 AM

Starting a Law Practice

Charles H. Awalt, Law Office of Charles H. Awalt

- Considerations in leasing space
- Leasing space, office sharing, other options
- What do you need?
- Hardware/software for your practice
- What can you do without?
- Staff- what can you afford?
- Staff supervision
- Liability insurance
- Opening a trust account

11:00 AM

How do attorneys set their fees?

Walter Hofheinz, Law Office of Walter Hofheinz

Tessa Hofheinz Heinen, Law Office of Tessa Hofheinz Heinen (2013 graduate)

- What type of practice/cases do you want to do?
- Overhead expenses
- Charging a flat fee
- Charging an hourly fee
- Time keeping
- Billing

11:45 AM **Break for lunch**

12:00 PM

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Michael Blachly, Director of Marketing and Business Development, Gray, Reed & McGraw

- Why You Can't Just Hang Your Shingle and Expect Business To Come
- Developing Your Niche
- Building & Promoting Your Brand
- Developing Clients & Referrals
- Tricks in Networking

- Tricks in Giving Presentations
- Utilizing Social Media and the Internet
- Creating a System to Manage Prospects & Referrals
- Understanding What Clients Want

12:45 PM

Other Things to Consider

Elaine Lenahan, Partner, Thompson Coe

- The initial meeting with a potential client
- Choosing clients/Red flags
- What should the file include?
- Engagement letter
- Attorney-client contract - what should it include?
- Calendaring important dates
- Withdrawal from representation
- Closing the file
- Storing closed files
- Ethical issues
- Qualification/experience issues

1:30 PM Q&A

2:00 PM **Adjourn**

