The Low Bono and Solo Initiative

The Low Bono and Solo Initiative is designed to assist alumni with starting their own solo practice or small firm, including those who want to set up a practice to serve the moderate means client community. The Initiative offers ongoing CLEs and workshops geared to provide hands-on training to launch and build a practice. Click [here](#) to access recordings of the below sessions.

**2015 Sessions**

**Managing the Client Relationship**  
*Tuesday, July 21, 12:00 - 1:30 p.m.*

Project management is a skill that often thought of as being applied in large corporations and organizations but what about in a solo or small firm? Principles of project management - giving estimates, staging the work, setting out a budget, managing client expectations - can be applied to a law firm, no matter what size. Jeff Liang of Ling and Liang PLLC will walk you through effective project management and how to successfully manage your client relationships.

**Handling Your Initial Client Meeting**  
*Tuesday, June 16, 12:00 - 1:30 p.m.*

Choosing your clients and establishing a relationship with them are one of the most important parts of your practice. Your initial client meeting will help you determine whether the client and her case is a good fit for you and your practice. Carrie Kovacevich '08, solo practitioner with Lakeview Law, and Charity Anastasio ‘07, Practice Management Advisor with WSBA’s Law Office Management Assistance Program, will cover the basics of your first client interview including setting out a roadmap, discussing fee agreements, building rapport, and setting communication expectations.

**Essential Protocols and Procedures for the Law Office**  
*Tuesday, March 17, 12:00 to 1:30 p.m.*

The checklist for starting a new law practice should include setting up protocols, policies, and procedures. When you take policies and procedures out of your head and put them on paper, it gives value to your firm as a separate entity with methods and norms that can eventually proceed without you. Charity Anastasio ‘07, Practice Management Advisor with WSBA's Law Office Management Assistance Program, will cover the best practices for policies and procedures covering conflict checks to billing to succession planning and more. We will view a WSBA-produced webinar CLE followed by live discussion.
10 Mistakes New Lawyers Make (and Should Avoid)
Tuesday, April 21, 12:00 - 1:30 p.m.
As new lawyers set out to start practicing, let alone start their own law firm, they need to make sure to have all the tools they need to avoid making "rookie" mistakes. Professional liability defense attorney Roy Umlauf '85 and seasoned trial attorney Dean Standish Perkins '85 will walk you through the major mistakes new lawyers commonly make and more importantly how to avoid making them!

Marketing 101
Tuesday, May 19, 12:00 - 1:30 p.m.
Building a successful law practice not only requires developing a solid business plan but it also requires implementing the plan with marketing strategies which include honing your elevator speech, developing your brand, networking, service on boards and doing pro bono work, and presenting at CLEs and events. Join us for a hands-on training with Tracy Reid and Dean Standish Perkins ’85 who will share best practices of building a successful law firm through a variety of marketing strategies.

2014 Sessions

Ten Mistakes New Lawyers Make (and Should Avoid)
Thursday, February 28, 2014, 12:00 - 1:30 p.m.
Alumni are invited to join us for this brown-bag discussion about common mistakes new lawyers make and how to avoid them. Ethics, including confidentiality, privilege, and work-product will be covered, as well as how to find the best insurance for your practice!

"Conflict Checks, Client Intake, Screening, Engagement" and "Business Basics, Budgeting, and Finances"
Monday, April 28, 2014, 12:00 - 2:00 p.m.
Conflict Checks, Client Intake, Screening, Engagement: How do you pick the right case? And once you do, how do check for conflicts? What does an engagement letter look like and how do you write one? Alumni are invited to join us for this brown-bag discussion about best practices in client intake, screening, and case selection, as well as how to write a good engagement letter.

Business Basics, Budgeting, and Finances: Alumni are invited to join us for this brown-bag discussion about the basics of business, budgeting, and finances. Come and learn about charging a fair fee, how to manage business and personal budgets, best practices in bookkeeping, and managing your IOLTA account.

Marketing and Business Development
Thursday, May 29, 2014, 12:00 - 1:30 p.m.
Every solo practitioner has to figure out how to best market their practice, develop their business, and get client referrals. Alumni are invited to join us for this important brown-bag discussion about marketing and business development!

**Legal Writing Refresher**  
*Thursday, June 26, 2014, 12:00 - 1:30 p.m.*

Alumni are invited to join us for this brown-bag workshop reviewing best practices for brief writing and tips on how to do quality, low-cost research effectively and efficiently.

### 2013 Trainings

**CLE: Hang Your Own Shingle**  
*Friday, September 20, 2013, 9:00am – 5:30pm*  
*Available to view online. Go to: [http://www.law.seattleu.edu/multimedia-library/access-to-justice-institute/public-access-recordings](http://www.law.seattleu.edu/multimedia-library/access-to-justice-institute/public-access-recordings)*

If solo practice appeals to you and you're curious to learn what it takes to launch a practice, join us for this full day program which includes a lineup of new and experienced solo practitioners who will share the nitty gritty on starting a practice. And for those of you who've thought about serving the growing moderate means income community who can't afford going legal rates but make too much money to qualify for legal aid, this program will include a significant low bono component. This program is meant to serve as an overview and foundation for the rest of the training series.

**Building Your Online Presence**  
*Wednesday, October 9, 2013, 3:00pm – 6:00pm*

To launch a practice in this day and age, building a successful book of business requires building an online presence and a strategic use of social media. Join us for a hands-on training with three successful solo practitioners including Jill Pugh and Shashi Vijay - who will share best marketing practices of using technology to build a successful business. Workshop participants will be expected to develop their own online marketing strategy to share with one of the speakers and participate in a small group feedback session the following week.

**Marketing Your Practice 101**  
*Wednesday, October 23, 2013, 3:00pm – 6:00pm*

Building a successful law practice not only requires developing a solid business plan but it also requires implementing the plan with marketing strategies which include honing your elevator speech, developing your brand, networking, service on boards and doing pro bono work, and presenting at CLEs and events. Join us for a hands-on training with three successful solo practitioners including Norma Ureña and Madhu Singh who will share best practices of building a successful practice through a variety of marketing strategies. Workshop participants will be
expected to develop their own marketing strategy to share with one of the speakers and participate in a small group feedback session the following week.

**Money Matters**  
*Wednesday, November 6, 2013, 4:00pm – 7:00pm*

Running a successful law practice business means making sure the bills are paid and you're turning a profit. Join us for a hands-on workshop on best practices for structuring fees realistic for paying clients, accounting and bookkeeping, and billing practices. Presenters will also share tricks of the low bono trade for keeping costs low for moderate means clients.

**Tech, Set, Go**  
*Wednesday, November 13, 2013, 4:00pm – 7:00pm*

Whether you plan to set up a virtual practice or set up an actual shingle, you will need to have a plan for what types of technology you will invest in and use to run a successful law practice. Solo practitioner George Mix will give a training covering everything from file management to cloud-based systems, what it means to go paperless and best practices for office protocols.

**CLE: Your First Potential Client and Communication 101**  
*Friday, November 22, 2013, 9:00am – 5:00pm*

Your practice is set up and your first client walks through the door - what do you do? Do you take this first client's case? How do you establish a client-attorney relationship? Once you have a steady stream of clients, how do you maintain good client relations? Join us for this full-day program that will cover both preparing for your first client interactions as well as maintaining good communication skills as your practice grows. Trainers will cover "first client" topics including how to determine whether to take a client, what do when you know nothing about a case, retainer agreements, and engagement letters as well as "communication" topics including writing letters to prospective clients, clients, opposing counsels and witnesses, keeping clients informed, drafting demand letters, and voicemail etiquette.