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Your practical guide to profit™

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LawBiz® TIPS – Week of May 31, 2011

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This holiday is a solemn one – a time to remember heroes – people who were put in "harm's way" without their choosing. Most of us view this time with joy, as a time to be with our family and to celebrate a day off.

In my case, I was given an added blessing. A very thoughtful writer, Nelson Schwartz, from *The New York Times*, did a story about the "graying of the legal profession" and what that means to a lawyer's career. He called me as a legal profession thought leader and quoted me in his article. Read the [full article](#). And, the *ABA Journal* commented on this as well. Read [their article](#). And, it was also picked up by the nursing profession. Read [their article](#).

I'm one week away from starting our national tour. With the tremendous reception I've received thus far, I can see that this could become a full-time adventure! However, there are limitations of geography, time and cost. So, if you want to have me come to your Bar, please be sure to contact me. I am in the full court press as I write to make sure we have the map laid out for the trip and honor the time frame we have established. Follow us at [www.facebook.com/lawbiztour](http://www.facebook.com/lawbiztour).

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## Are Big Law Firms *Really* That Different?

### Representing Large Clients

In an earlier LawBiz® Tip, I discussed how some of the largest national law firms have suggested to the ABA that their practice needs require a broader regulatory framework than that afforded by the rules of 50 different state bar association. These firms all have national and even international practices, and they called for calls for

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[Video: Why Market Matters for Lawyers, Part 2](#)

Featured Video:



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What Clients Are Saying:

more flexible rules on dealing with potential conflicts of interest, limitations on liability and greater mobility across jurisdictions for their lawyers who mainly represent large clients.

#### The Emergence of Large National Law Firms

Certainly large national law firms offer their clients many resources and economies of scale that smaller firms can't. But these firms tend to forget that they began practice in a single city or small region before their growth took them to a national level. In fact, 50 years ago fewer than 40 law firms in this country had 50 or more lawyers. Often such law firms grew by following their corporate clients, which for decades have lived by the philosophy that bigger was better.

#### The Differences Between Large and Small Firm Practices

What, ultimately, is the difference between the practices and marketing of large and small firm lawyers? To be effective, irrespective of the size of the law firm or the firm's marketing activities as a whole, each lawyer must establish the expertise necessary to entice a prospect to become a client. This is done using many tools, some with more credibility and requiring more sophistication than others. The goal, no matter what is done, is to create a personal relationship with the prospect before he or she becomes a client.

#### Marketing for Law Firms, Large and Small

In that regard, marketing for small law firm attorneys is no different than for large law firm attorneys. Large law firm practitioners must market individually just as small law firm practitioners do. A large law firm has a staff of people devoted to helping individual lawyers in the firm and individual practice groups; this is absent from most small law firms. There is thus expertise available inside large firms that small firms will have to hire from the outside.

#### What Does the Firm Want?

The existence of a fit and compatibility among clients and practices is the starting point for national growth. Ethical and jurisdictional differences would seem to have much less impact. Strengths in areas like natural resource law, immigration or intellectual property can take you across state boundaries. Insurance defense, personal injury and other practices that require local court appearances tend to be restricted by state boundaries even if they can grow within the state. It's all a matter of what the firm wants and knowing what the rules support - not necessarily changing the rules. And IT helps to hook your star to a client whose own star is rising quickly.

## 8 Steps to Greater Profitability

### *The Lawyer's Path to Prosperity*

*Are you frustrated with how your law firm or practice is running? Are you looking for ways to jump-start your business? Do you want to make the dream of starting your own successful firm a reality?*

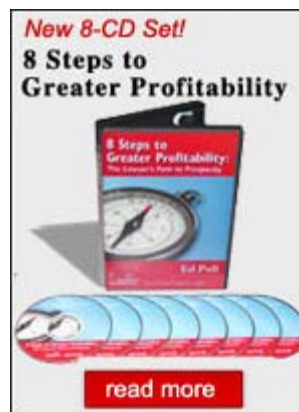
This 8-CD set provides the most complete audio guide to law practice management available. From crafting a business plan to

"Ed helped me assess my situation and cut to the core issues that needed to be dealt with to improve it. Ed's no-nonsense approach to setting and achieving goals helped me get on track. I can recommend Ed to anyone who's ready to come to grips and take charge of their practice or career."

**RA, Horan, Lloyd Law Offices**

"I wanted assistance from someone outside the firm: an expert who knew and understood the practice of law, business development and marketing, and law firm dynamics, ethics and politics. I needed someone who knew the practice of law to give me good and solid advice on how to raise my professional profile in the legal community and within the firm and to address challenges associated with working in a law firm environment. Through Ed's invaluable coaching and no-nonsense approach, he enabled me not only to stay employed at the firm, but to make partner and have a future with the firm. Since I began working with Ed, my family has noticed the positive effect on my confidence level, goals, and direction. My wife has been supportive of Ed since Day One."

**JM, Los Angeles, CA**



selling your practice for maximum value, Ed will lead you from start to finish through the eight most crucial steps to law firm success. Earn the living you deserve and find fulfillment throughout your career – embark on the path to success today! [Learn more.](#)

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[edpoll@LawBiz.com](mailto:edpoll@LawBiz.com)

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