

Profiting from your practice:

Cool ways to heat up your practice this summer

by Kenneth J. Landau

Lawyers typically have a lighter load during the summer making it a good time to revisit your office management, including assignment of administrative responsibilities, taking steps toward marketing your practice in the months ahead, along with starting case preparation for the fall.

It is a great time to let employees try out new responsibilities. You and your staff may have more time to train a "back-up" deposition or calendar clerk so they are ready to step in should you need them to handle these responsibilities during the year.

The summer is also an ideal time to catch up on both your legal and leisure reading and to comply with your CLE requirements. The Nassau Academy of offers several programs as well as video replays of the most popular programs. They also offer video, audio cassettes and DVD's of almost all programs from the last few years.

The Nassau County Bar Association Tech Center is also a cool place to visit this summer. Not only is it very cool in the lower level of the bar association, but the many resources there, and most of the courses, are available for free. You can try to arrange for a 5 minute tour before and after you have lunch at Domus.

As it gets hotter outside, there is no better time to think of cool ways to market your practice. If you would like to offer seminars about the law, many organizations including libraries, civic associations and trade groups are planning their programs for the fall and spring. It is a great time to contact them to offer an interesting, informative program.

In terms of your present clients you can offer some relief from the heat and their potential legal problems by offering a legal "checkup" or "audit" of their present contracts or agreements. Since you may have a little more time on your hands, you can also offer them or other potential clients a free or low-cost consultation so you can address more of their legal concerns and explain how they can benefit from your services.

For the cases already in your office you can prepare them for discovery or future trial. This is a good time to prepare discovery demands and responses, to conduct depositions, perform legal research, digest the facts and medical records and prepare settlement brochures or trial briefs.

Besides attending to law office management issues and case preparation, it is also important to take some time off to relax and recharge your batteries for the year ahead.

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