

How to Start and Build a Law Practice Platinum 5th Edition

Jay G. Foonberg, Publication Date: June 2004, ISBN: 1-59031-247-3



Flying Solo: A Survival Guide for Solo and Small Firm Lawyers 4th Edition

Edited by K. William Gibson, Publication Date: June 2005, ISBN: 1-59031-480-8

For solo, small, medium and large firm lawyers alike, starting and building a successful practice requires far more than just a working knowledge of substantive law.

The list of things you need to deal with is almost endless. The most critical will include billing, collecting and practice finances; marketing and client development; using technology and the Internet; staffing issues; managing an office and creating internal procedures.

Unfortunately, most law schools don't teach much (if anything) on these topics. So, where do you go for help?

If you are just starting out, or are looking to expand an established practice, there are two bestsellers from the American Bar Association Law Practice Management Section that come to your rescue. Over many years they have been used by tens of thousands of lawyers as the comprehensive guides to planning, launching, and growing successful practices.

While both books are primarily pitched at solo and smaller firm lawyers, this should not scare medium and larger firm lawyers away from them – there is relevant and helpful content for lawyers of all firm sizes (albeit some topics will not be relevant to medium or larger firm lawyers – unless of course they end up leaving their firm at some point).

The first book is Jay G. Foonberg's *How to Start and Build a Law Practice Platinum 5th Edition*. This book is the ABA's top selling book of all time. It is packed with over 700 pages of guidance on building a business plan, identifying the right location, finding clients, setting fees, setting-up and managing your office,

maintaining an ethical and responsible practice, and much more than can be listed in a short book review.

The second book is *Flying Solo: A Survival Guide for Solo and Small Firm Lawyers*. The fourth edition of this comprehensive 679-page guide includes practical information gathered from successful practitioners, law firm consultants, and state/provincial practice management advisors.

Both books cover much of the same territory. However *Flying Solo* includes a step-by-step analysis of the decision to start a solo/small firm practice, including a detailed self-assessment of whether the solo or very small firm setting is right for you. This is essential reading for anyone contemplating setting out on their own. If you have any hesitations, this one chapter will tell you whether you should set out down that road.

How to Start and Build and *Flying Solo* provide practical and time-tested answers

to just about every real-life question that you will come up against as you start and build a law practice. If you're committed to starting – and growing – your practice, these books will give you the expert advice you need to make it succeed for years to come.

Both of these books are available for free loan to you from the practicePRO Lending Library (www.practicepro.ca/library). Full tables of contents for both books are online.

If you wish to purchase your own copy, *How to Start and Build* costs US\$69.95. *Flying Solo* costs US\$99.95. For more information about these and other excellent ABA LPM Section publications, go to www.abanet.org/lpm/catalog.

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Also in the practicePRO Lending Library are the following books you can borrow on billing and financial management:

- **Collecting Your Fee: Getting Paid from Intake to Invoice**
Edward Poll, published 2002, 166 pages with CD-ROM
- **Compensation Plans for Law Firms 4th Edition**
Edited by James D. Cotterman, Altman Weil, Inc., published 2004, 192 pages
- **How to Draft Bills Clients Rush to Pay 2nd Edition**
J. Harris Morgan & Jay G. Foonberg, published 2003, 136 pages
- **Results-Oriented Financial Management: A Step by Step Guide to Law Firm Profitability 2nd Edition**
John G. Iezzi CPA, published 2003, 272 pages with CD-ROM
- **Winning Alternatives to the Billable Hour: Strategies That Work 2nd Edition**
Edited by James A. Calloway & Mark A. Robertson, published 2002, 320 pages with diskette

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