

## Successfully Starting a Law Firm

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Many students consider starting a law firm to control lifestyles and pursue career dreams. The new firm path is best for lawyers with entrepreneurial spirit and good organizational skills. This article provides startup tips and includes links to articles, books, forms, and websites for starting a successful law firm.

**Adopt a Plan.** Prepare a business plan and financial model. Select a system for accounting, billing, intake, and timekeeping.

**Attract Clients.** Create a marketing strategy that includes launching a website and writing a blog. Also include in-person activities like speaking at local events, taking part in bar programs, and volunteering for charitable work.

**Consider Alternatives.** Try improving your current job by changing practice areas, switching to flextime, or permanently working remote. Consider alternative career paths like changing law firms, freelancing, or working for a company, government, or nonprofit.

**Evaluate Systems** - Consider buying a comprehensive software package to manage billing, calendars, cases, documents, marketing, payments, and timekeeping. Look for providers that have 24/7 availability, client portals, cloud access, security, support, and training. Check for compatibility with Adobe, Microsoft Office, Google Docs and QuickBooks.

**Establish Security** - Follow cyber safe practices by using client portals, document backups, device encryption, software updates, and secure networks.

**Order Supplies.** Purchase business cards, office supplies, and stationery. Print law firm brochures and other marketing materials.

**Pick a Name.** Select a logo, name, and tagline to make your firm more memorable to clients and prospects.

**Recruit a Team.** Decide whether to create the firm as a solo or with others. Consider staffing with freelancers and virtual providers for administrative tasks like billing, inquiries, and marketing.

**Seek Referrals.** Find networking sources, choose a referral method, and write a script. Periodically distribute marketing material to referrers. Use email and face-to-face communications to keep in constant contact.

**Select an Entity.** Decide whether to practice as a LLC, partnership, or solo. Consider financing, liability, management, and tax attributes when selecting the entity.

**Setup Workspace.** Decide whether to office at home, an office building, or shared office space. Equip your workspace with adequate lighting, climate control, comfortable furniture, and technological tools.

**Conclusion.** Starting your own law firm can be financially rewarding and spiritually renewing. Success requires diligence, integrity, and planning. Plan your startup by considering operational aspects like administration, marketing, staffing, and technology. Consult advisory services available from the [American Bar Association](#) and [State Bar Organizations](#). Use the list of resources accompanying this article for additional help. to successfully start your firm. Good luck with your venture!

## Resources

## Articles

Sharon Miki, [Legal Chart of Accounts](#), Clio, Apr 19, 2022  
Cari Twitchell, [How to Write Your Law Firm Business Plan](#), Lawyerist, Sep. 23, 2017  
Lisa Dimyadi, [How to Set Up Your Law Firm's Processes and Systems](#), Clio, Apr. 13, 2022  
[How to Create Your Law Firm's Online Presence](#), Clio, April 13, 2022  
Lisa Dimyadi, [How to Set Up Your New Law Office Workspace](#), Clio, April 13, 2022  
Maryland State Bar Association, [Starting a Law Practice](#), MSBA, Mar. 4, 2017

## Books

John Bandler, [Cybersecurity for the Home and Office: The Lawyer's Guide to Taking Charge of Your Own Information Security](#) (ABA Book Publishing), Aug. 9. 2017.  
Gary Bauer, [Solo Lawyer By Design: A Plan for Success in Any Practice](#) (ABA Book Publishing), May 23, 2017.  
Lauren Eagan, [How to Start a Law Firm When You're Broke](#) (ABA Book Publishing), Apr. 9, 2020.  
Commission on Women in the Profession, [The Road to Independence: 101 Women's Journeys to Starting Their Own Law Firms](#), (ABA Book Publishing, Jun. 21, 2011).  
Carolyn Elefant, [Solo by Choice: How to Be the Lawyer You Always Wanted to Be](#) (Lawyer Avenue Press), Jun. 12, 2014.  
Jennifer Rose, [How to Capture and Keep Clients; Marketing Strategies for Lawyers](#) (ABA Book Publishing), Aug 6, 2015.  
Stephanie Kimbro, [Virtual Law Practice: How to Deliver Legal Services Online](#) (ABA Book Publishing), May 7, 2015.  
Sharon Nelson, John Simek, and Michael Maschle, [Solo and Small Firm Legal Technology Guide](#) (ABA Book Publishing), Dec. 19, 2019.

## Forms

[Business Plan](#), Law Society of Ontario  
[Chart Of Accounts](#), Washington State Bar Association  
[Startup Checklist](#), Washington State Bar Association  
[Supply List](#), Blumberg Inc.

## Software Reviews

[Billing](#), American Bar Association  
[Practice Management](#), American Bar Association

## Websites

[Law Practice Management](#)  
[Solo, Small Firm, & General Practice](#)  
[Lawyerist](#)  
[MyShingle](#)