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# 11 Books Every Lawyer Should Read

## Joe Galotti

(<https://www.answeringlegal.com/blog/author/joe/>)

October 7, 2019

*This October, the Answering Legal blog will be sharing some of its top recommendations for attorneys. In addition to this post, which features an inside look at 11 Books Every Lawyer Should Read, we'll be releasing lists on 11 Apps Lawyers Need To Be Using, 11 Legal Conferences Lawyers Need To Attend, and 11 Marketing Tools Lawyers Need To Invest In.*

There's a lot that goes into running a successful law practice these days, and below, we'll be highlighting 11 books that can help make the process easier and far more enjoyable. To help you learn more about the books featured in this post, we've included interviews with an author from each book. We hope you find this list to be of value!

## Featured Books

- [How to Get More Law Firm Clients: Without Losing Time & Money or Getting Screwed By a Marketing Company](#)
- [One of a Kind: A Proven Path to a Profitable Law Practice](#)
- [The Happy Lawyer: Making a Good Life in the Law](#)
- [Stop Putting Out Fires: Building A More Efficient and Profitable Law Practice](#)



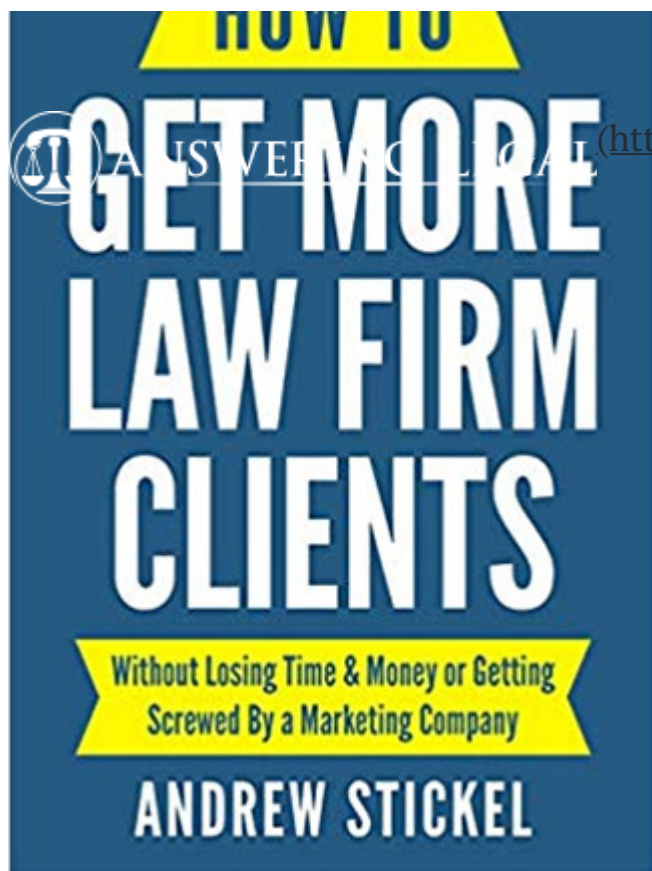
(tel:6314008888)  
• [50 Lessons for Lawyers: Earn more. Stress less. Be awesome.](#)

• [Legal Unhinged: A Guide to Creativity, Collaboration, and Innovation in](#)

- Legal Opheaval: A Guide to Creativity, Collaboration, and Innovation in Law
- Everyday Public Relations for Lawyers, 2nd Edition (<https://www.answeringlegal.com/>)
- The Introverted Lawyer: A Seven-Step Journey Toward Authentically Empowered Advocacy
- The Rainmaking Mindset For Attorneys: Attracting Clients, Winning Business and Increasing Profits
- The Business of Legal: The Data-Driven Law Practice
- From Rookie to Rainmaker: How to Grow Your Law Business

# How to Get More Law Firm Clients: Without Losing Time & Money or Getting Screwed By a Marketing Company





(<https://www.answeringlegal.com/>)

In “How To Get More Law Firm Clients: Without Losing Time & Money or Getting Screwed By a Marketing Company” (<https://www.amazon.com/How-Get-More-Firm-Clients-ebook/dp/B07MG5YX6V>), legal marketing expert Andrew Stickel helps attorneys accomplish goals such as increasing their monthly intake, launching ad campaigns that bring real results, and creating top of mind awareness for their firm without spending a dime. The modern day marketing world is constantly evolving, and this book will prepare attorneys to handle whatever obstacles come their way. Check out our conversation with Andrew below!



## Our Conversation With Andrew Stickel



(tel:6314008888)



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## What inspired you to write this book?

(<https://www.answeringlegal.com/>)

**Andrew Stickel:** “I was inspired to write this book because there was really nothing like it out there for lawyers. Lawyers are fed so much BS from marketing companies, and most marketing companies don’t even know what they’re doing.

I created this because I wanted to give lawyers a straightforward approach to marketing that they could wrap their head around and actually implement for their law firms, with or without the help of a marketing company.”

## What can attorneys expect to get out of reading your book?


**Andrew:** “Attorneys are going to learn a common-sense approach to marketing that is specific to attorneys. I often have to tell lawyers to stop thinking like lawyers and instead think like the consumer.

This book will help them to do that by crafting a message that actually speaks to the desires and fears of their target audience.”

## Why must lawyers provide “value first” in order to effectively market their law firm and retain more new clients?

**Andrew:** “In today’s market, it is essential that lawyers stand out. The way to do that is to provide as much goodwill as possible, which allows people to trust you.

At this point, you’re no longer a commodity – only competing over price. People want to hire you because they trust you.

 (tel:6314008888)  
I’ve seen it happen over and over again – the law firms that create valuable content on a regular basis routinely get more clients and make more money.”



**Is this a book that can be helpful for law firms of all different sizes?**

**Andrew:** “This book can help literally any size law firm.”

**What would be your biggest piece of advice to an attorney just starting out in 2019?**

**Andrew:** “Create as much content as you can, as often as you can. Even if it’s not every day.

It’s like fishing – if you have one line in the water, maybe you’ll catch a fish, or maybe you won’t. But if you can throw 50 lines in, or 100 lines in, or 200 lines in then your chances of catching a fish increase drastically. Each video you create is like throwing another line in the water.”

**If readers like the book, where can they continue to follow your work?**

**Andrew:** On YouTube

(<https://www.youtube.com/channel/UCbRE2UVB83CCo4S9rFgZn0Q>), Facebook

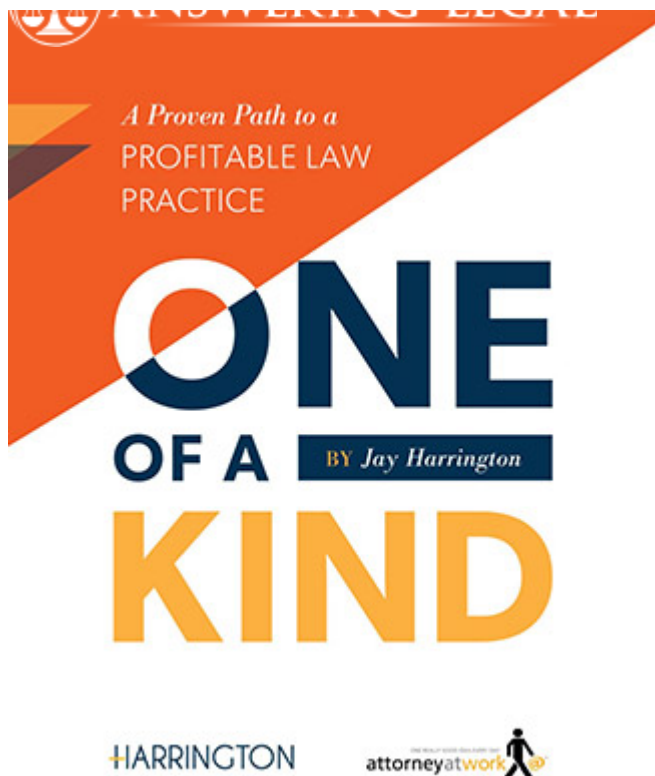
(<https://www.facebook.com/groups/marketingforlawyers/>), and the Social Firestarter website (<https://www.socialfirestarter.com/>).

 (tel:6314008888)  
**One of a Kind: A Proven Path to a**



# Profitable Law Practice

(<https://www.answeringlegal.com/>)



In “One of a Kind: A Proven Path to a Profitable Law Practice”

(<https://www.amazon.com/One-Kind-Proven-Profitable-Practice/dp/0989529347>), Jay Harrington, a lawyer turned marketing consultant, offers thoughts on how attorneys can create a profitable niche practice. In the book, he advises lawyers on building their personal brands, improving the brand experience of their clients and becoming effective content marketers. Check out our conversation with Jay below!



## Our Conversation With Jay Harrington



(tel:6314008888)



1

## What inspired you to write this book?

(<https://www.answeringlegal.com/>)

**Jay Harrington:** “I wrote this book because it was the one I wished I had when I was at the point where I was starting to build a practice.

There are many ways to build a practice, but in my years of practicing law and coaching other lawyers to become better at business development, I learned a number of things about the most important priorities that lawyers should focus on.


I wrote the book to share that knowledge gained through experience with others in a clear and concise format.”

## What are some of the biggest mistakes you see attorneys making with their marketing today?

**Jay:** “The biggest mistake I see is that both lawyers and law firms too often try to be all things to all people.

In the book I lead with the importance of developing niche expertise – both for one’s practice and for marketing that practice. The market is too competitive to offer generalized expertise (a bit of an oxymoron).

Clients are looking for specialized expertise, and they’ll pay more for it. By focusing on a specific industry with a particular practice specialty (in both cases, the narrower the better), lawyers can position themselves to be the go-to solution for clients looking for answers – hence, they become ‘One of a Kind.’ Otherwise, they’re just one of many left to compete on price.”

 (tel:6314008888)  
**Can you talk more about the advantages that come from developing a niche law practice?**



**Jay:** “You become more appealing to clients and can charge higher fees for your work when you have a niche. (<https://www.answeringlegal.com/>)

To draw an analogy, you become the equivalent of the go-to cardiac surgeon for those with serious heart issues. Beyond price and attractiveness to clients from a marketing standpoint, your work becomes more interesting when you have a niche.

When you’re a generalist who takes on whatever comes in the door, every matter is a bit of an adventure (and not in a good way). You’re constantly unsure of yourself. You have to research and double-check everything.

To a lawyer with a niche specialty, most of the issues you deal with can be dealt with almost instinctually because you’ve seen them many times before. This frees up mental capacity to tackle the really tough issues, the interesting questions, the cutting-edge stuff.”

## **Why should improving the brand experience of clients be a top goal for law firms these days?**

**Jay:** “It’s very hard for a full-service law firm to differentiate itself based on what it does. Most firms are chock full of competent lawyers who can get the job done, and most clients can’t tell the difference between B+ and A+ legal work anyway.

The way law firms can distinguish themselves is through the experience they offer to clients. Clients do notice whether their calls are returned promptly, they’re welcomed with enthusiasm when they visit the office, and communications they receive (including bills) are clear and respectful.

 (tel:6314008888)  
There are many opportunities for law firms to wow clients with brand experience because most don’t focus on it. If you can craft a unique and enjoyable experience for





your clients you will stand out.”

(<https://www.answeringlegal.com/>)

## **What would be your biggest piece of advice to an attorney just starting out in 2019?**

**Jay:** “Well, first I’d recommend they read my latest book [The Essential Associate: Step Up, Stand Out, and Rise to the Top as a Young Lawyer](https://www.amazon.com/Essential-Associate-Stand-Young-Lawyer/dp/0999554522/ref=asc_df_0999554522/?tag=hyprod-20&linkCode=df0&hvadid=312114682075&hvpos=1o1&hvnetw=g&hvrnd=3637191639591973126&hvpone=&hvptwo=&hvmmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9004526&hvtargid=pla-492919818185&psc=1) ([https://www.amazon.com/Essential-Associate-Stand-Young-Lawyer/dp/0999554522/ref=asc\\_df\\_0999554522/?tag=hyprod-20&linkCode=df0&hvadid=312114682075&hvpos=1o1&hvnetw=g&hvrnd=3637191639591973126&hvpone=&hvptwo=&hvmmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9004526&hvtargid=pla-492919818185&psc=1](https://www.amazon.com/Essential-Associate-Stand-Young-Lawyer/dp/0999554522/ref=asc_df_0999554522/?tag=hyprod-20&linkCode=df0&hvadid=312114682075&hvpos=1o1&hvnetw=g&hvrnd=3637191639591973126&hvpone=&hvptwo=&hvmmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9004526&hvtargid=pla-492919818185&psc=1)), which addresses this very issue!

Shameless plug aside, I’d say two things, one of which relates to the practice of law and another that addresses the business of law.

First, take extreme ownership of your work. Ask the right questions. Understand the big-picture objectives. Be a finisher. Create an impression in your superiors’ minds that, when they assign you work, you’ll get the job done (right).

Second, start to build your digital footprint to position yourself for business development opportunities down the road. Start to build a platform to express thought leadership so that you are visible online, Write articles. Participate when other lawyers in your firm are giving presentations. Get your insights into the marketplace of ideas. Clients are searching for solutions online, so become visible.

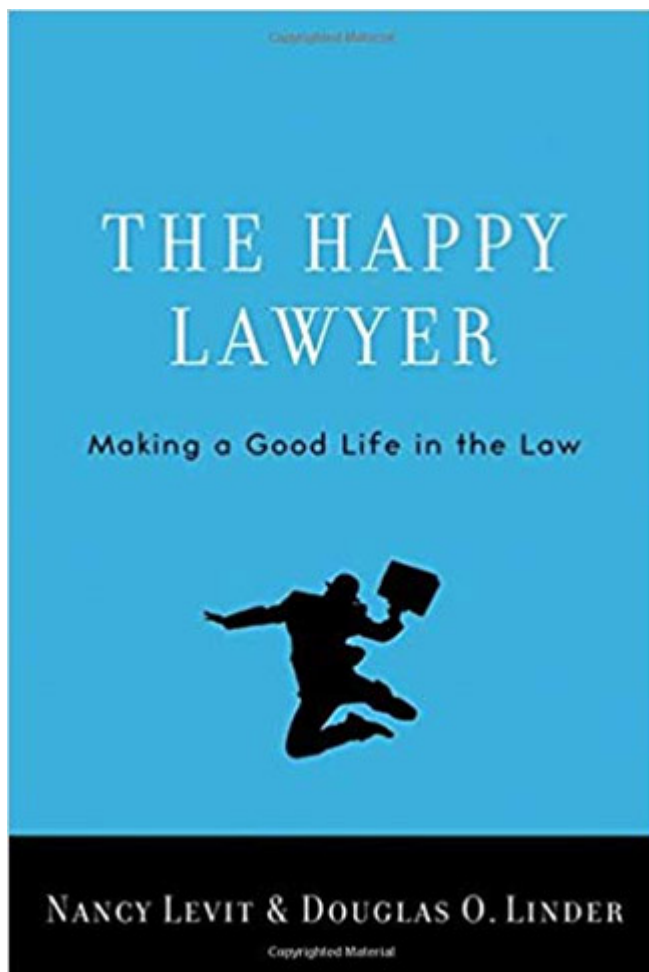
It takes a long time to create a visible digital footprint, so start now.”

## **If readers like the book, where can they continue to follow your work?**

**Jay:** “You can follow me on my agency website (<https://www.hcommunications.biz/>). You’ll find my blog (Simply Stated) and podcast (The Thought Leadership Project)

there. I also write monthly columns for Attorney at Work and Law.com. If you want to go to one place to see most everything I create, connect with me on [LinkedIn](https://www.linkedin.com/in/jaybarrington/) (<https://www.answeringlegal.com/>) (<https://www.linkedin.com/in/jaybarrington/>).

# The Happy Lawyer: Making a Good Life in the Law



In [The Happy Lawyer: Making a Good Life in the Law](https://www.amazon.com/Happy-Lawyer-Making-Good-Life/dp/0195392329) (tel: 631 400 8888), Nancy  
(<https://www.amazon.com/Happy-Lawyer-Making-Good-Life/dp/0195392329>), Nancy

Levit and Douglas O. Linder offer an examination as to why many in the legal profession tend to be unsatisfied with their lives. In the book, the two long-time legal professors discuss paths to happier and more fulfilling legal careers, as well as the science of happiness and the workings of the modern law firm. Check out our conversation with Nancy below!




## Our Conversation With Nancy Levit

### What inspired you to write this book?

**Nancy Levit:** “(Douglas and I) have spent a lot of our professional lives making sure our students are prepared to be lawyers—in terms of analytical abilities, substantive knowledge, and professional identity formation. But we started having conversations about whether our students and grads were happy with their chosen profession, and we started reading the literature that had been emerging in positive psychology since the late 1990s. We wanted to address the emotional component of the lives of lawyers.”

### What can attorneys expect to get out of reading your book?

**Nancy:** “The book is packed with stories and statistics about what makes lawyers happy or unhappy in their work: autonomy, co-workers and supervisors, and doing work that matters.

 (tel:6314008888)  
The most surprising thing we found was that what you think will bring you happiness isn't necessarily what will make you happy.

Here is just one example: Law professor Larry Krieger and psychology professor Ken Sheldon surveyed more than six thousand lawyers (from all over the country and in a variety of practice areas) to try to figure out what factors matter most to lawyer well-being. What most law students and lawyers think will bring them happiness in their jobs (such as status or income) are actually the opposite of what practicing attorneys say brings them the most satisfaction.

There was a .66 correlation between satisfaction and having control of choices, but only a .19 correlation between satisfaction and income and a .12 correlation between satisfaction and class rank in law school.”

## **What are some of the biggest reasons lawyers tend to be unhappy in their chosen profession?**

**Nancy:** “One of the biggies is having a job that doesn’t align with your values. If you can go to work each day thinking you’re helping make the world a slightly better place, you’ll be happier—and a lot happier than you would be if you think you’re actually making things worse.

Lack of control, both in the sense of being unable to find a good work/play balance and in the sense of being unable to shape the course of your work day, is another source of unhappiness. This is especially likely to be a problem for associates in large firms.

Finally, lawyers who feel constantly buffeted by incivility, or unappreciated by their colleagues, are likely to be unhappy.”

## **This book has been around for almost a decade now. Has there been any feedback that stands out as particularly memorable?**

**Nancy:** (tel: 631-400-8888) (Douglas and I) have each had lawyers come up to us and say that reading the book gave them the little extra push they needed to take a leap out of an unhappy work

situation and land in a better place. Sometimes that has meant leaving a larger firm for a smaller one; sometimes moving to a position that better aligned with their own values.”  
(<https://www.answeringlegal.com/>)

## **What would be your biggest piece of advice to an attorney just starting out in 2019?**

**Nancy:** “The primary thing that really matters in people’s lives are other people. You can’t overstate the importance of relationships.

If you find a job where you work with people you like and they like you, and are like you in the sense of common interests and common values, you are going to be happier.

To find a job where you look forward to going to work each day (or at least most days), have conversations with people who are in the line(s) of work you think you may want to go into.

The people who hold those jobs now are your best surrogates for your future self. Get a picture of what you’ll be doing every day when you go to the office by asking them about their days. Ask them questions about their jobs: what they like best, what they dislike most, what intrigues them, what are the daily hiccups?

If you get a job offer, research people who are no longer at the office or department or agency or firm you think you might want to be.”

## **If readers like the book, where can they continue to follow your work?**

**Nancy:** (tel: 631-400-8888) (Douglas and I) wrote ‘The Good Lawyer: Seeking Quality in the Practice of Law’ (<https://www.amazon.com/Good-Lawyer-Seeking-Quality->



[Practice/dp/0199360235](https://www.answeringlegal.com/Practice/dp/0199360235)), which was published in 2014. We've put links to selected resources about happy lawyering on our 'The Happy Lawyer' (<https://www.answeringlegal.com/>) (<http://law2.unlkc.edu/faculty/projects/finals/happylawyers/happylawyerlins.html>) website and have also posted resources and our syllabus from the course we taught based on the books, *Quest for a Satisfying Legal Career*, here. My next book, with Andrew McClurg and Chris Nero Coughlin, 'Law Jobs: The Complete Guide' ([https://www.amazon.com/Law-Jobs-Complete-Career-Guides/dp/1640202056/ref=sr\\_1\\_3?keywords=law+jobs+complete+guide&qid=1567626994&s=books&sr=1-3](https://www.amazon.com/Law-Jobs-Complete-Career-Guides/dp/1640202056/ref=sr_1_3?keywords=law+jobs+complete+guide&qid=1567626994&s=books&sr=1-3)), will be published this month by West Publishing Co."

# Stop Putting Out Fires: Building a More Efficient and Profitable Law Practice



(tel:6314008888)

**STOP**



# STOP PUTTING OUT FIRES

(<https://www.answeringlegal.com/>)



Building A More Efficient  
and Profitable Law Practice

**JEREMY W. RICHTER**

AUTHOR OF BUILDING A BETTER LAW PRACTICE

In “[Stop Putting Out Fires: Building A More Efficient and Profitable Law Practice](https://www.amazon.com/Stop-Putting-Out-Fires-Profitable/dp/1733665501)” (<https://www.amazon.com/Stop-Putting-Out-Fires-Profitable/dp/1733665501>), attorney Jeremy W. Richter discusses why lawyers can’t afford to be disorganized with the management of their firms. Richter goes into detail on how attorneys should alter their daily decision-making process, and advises them to adopt a more proactive mentality. Check out our conversation with Jeremy below!



## Our Conversation With Jeremy W. Richter

& (tel:6314008888)  
**What inspired you to write this book?**



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**Jeremy W. Richter:** “‘Stop Putting Out Fires’ was born out of my own areas and growth as a lawyer. In interacting with other lawyers in my networks, I figured that many young lawyers are working through the same things. (<https://www.answeringlegal.com/>)

I wanted to work out my own struggles and developments on paper to inspire other lawyers to strive for more and shed light on our common concerns, especially since we work in a service sector that doesn't like to openly recognize limitations.”

## What can attorneys expect to get out of reading your book?

**Jeremy:** “Ideas. This is a book of ideas and concepts.

In it I share ideas for building trusting relationships with clients, for developing more effective litigation skills, and ways to remain true to yourself and your bigger vision for your life. I tell readers how I've gone about some of these things.

But my methods are less important than the reader finding his or her own way to build a law practice that suits their needs and desires.”

## What are some of the biggest time management mistakes you see lawyers making today?

**Jeremy:** “I'll speak for myself here – being disorganized. In fact just yesterday, I spent a couple of hours updating the spreadsheet that tells me the status and next steps of all the matters in my caseload.

When I'm disorganized, my stress levels are higher, I work less efficiently, and I'm more apt to make a mistake or miss a deadline.

I am a much better manager of my time when I make the effort to approach each week with a to-do list and goals for what I need to accomplish.”



## How will reading your book help lawyers build better relationships with their clients?

**Jeremy:** “Client relationships should be of paramount importance for lawyers who want to elevate themselves from “grinders” to “finders” of new business and “minders” of relationships.

This book and its predecessor, ‘Building a Better Law Practice’

([https://www.amazon.com/Building-Better-Law-Practice-](https://www.amazon.com/Building-Better-Law-Practice-Minutes/dp/B07NPH8GP4/ref=sr_1_1?keywords=Building+a+Better+Law+Practice&qid=1568817149&s=books&sr=1-1)

[Minutes/dp/B07NPH8GP4/ref=sr\\_1\\_1?](https://www.amazon.com/Building-Better-Law-Practice-Minutes/dp/B07NPH8GP4/ref=sr_1_1?keywords=Building+a+Better+Law+Practice&qid=1568817149&s=books&sr=1-1)

[keywords=Building+a+Better+Law+Practice&qid=1568817149&s=books&sr=1-1](https://www.amazon.com/Building-Better-Law-Practice-Minutes/dp/B07NPH8GP4/ref=sr_1_1?keywords=Building+a+Better+Law+Practice&qid=1568817149&s=books&sr=1-1)), arose out of my law blog that I founded as part of an effort to distinguish myself from my peers in the eyes of clients.

I think one of the areas of great value in this book are the sections that focus on client relationships and encourage lawyers to embrace their own personalities and temperaments in their marketing efforts.”

## What would be your biggest piece of advice to an attorney starting a new practice in 2019?

**Jeremy:** “Read broadly for sources of knowledge and inspiration. Some of my most profound learning has come from sources that have nothing to do with practicing law.

I regularly read books and listen to podcasts that will expand my horizons and force me to think critically about topics I haven’t considered.

I have also found great inspiration from novelists like Neil Gaiman, so all our input need not be heady and intellectual. We need space to let our minds play and be

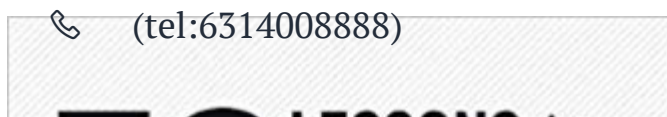
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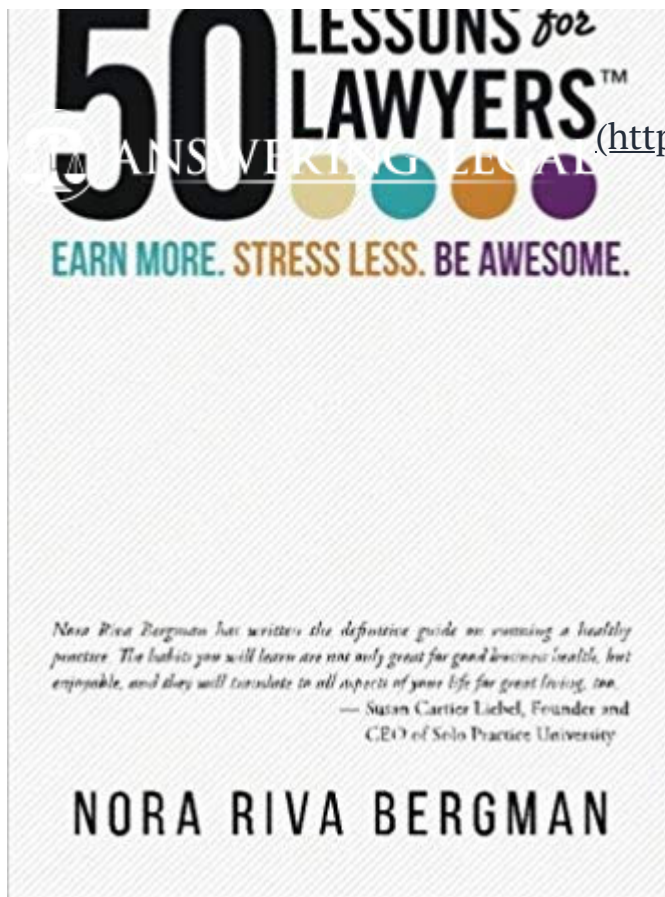
(<https://www.answeringlegal.com/>).

**If readers like the book, where can they continue to follow your work?**

**Jeremy:** “I write regularly (or at least semi-regularly of late, due to a hectic schedule) on my law blog (<https://www.jeremywrighter.com/>). They can also keep an eye out for new books on Amazon or anywhere else they prefer to buy books. I am co-authoring a book about the importance of mentoring relationships, that will come out in 2020.”

## 50 Lessons for Lawyers: Earn more. Stress Less. Be awesome





(<https://www.answeringlegal.com/>)

In “[50 Lessons for Lawyers: Earn more. Stress less. Be awesome.](https://www.amazon.com/50-Lessons-Lawyers-Stress-awesome/dp/0997263709)”

(<https://www.amazon.com/50-Lessons-Lawyers-Stress-awesome/dp/0997263709>), law firm business coach Nora Riva Bergman offers a series of lessons on the subjects of productivity, marketing, and leadership. The easily digestible tips in this book can help an attorney transform their firm in a number of different ways. Check out our conversation with Nora below!



## Our Conversation With Nora Riva Bergman

 (tel:6314008888)  
**What inspired you to write this book?**



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**Nora Riva Bergman:** “As a business coach for lawyers, I am always on the lookout for resources and information and hacks that can help my clients improve their practices and their lives. (<https://www.answeringlegal.com/>)

I’ve read hundreds of books on topics ranging from time management to mindfulness to working effectively with others. I’ve cited over 70 of these books in ‘50 Lessons for Lawyers’. I love sharing what I’ve learned and what I apply in my own life with my clients.

‘50 Lessons for Lawyers’ has allowed me to share this information with lawyers everywhere.”

## What can attorneys expect to get out of reading your book?


**Nora:** “The Lessons in ‘50 Lessons for Lawyers’ are short, easy reads. I know how crunched we all are for time, so my goal was to write a book that people could read however they choose.

By that I mean, you don’t have to read ‘50 Lessons for Lawyers’ from cover to cover. You can pick it up and read any Lesson that resonates with you.

Each Lesson ends with a section called ‘Living the Lesson’ where I give tips and suggestions on how to implement the Lesson in your life and your practice. It’s great to have knowledge, but unless you’re doing something with what you learn, it’s meaningless.

This book shows you how to put what you’ve learned into practice right away.”

## How will following the lessons in your book help lawyers better balance their personal and professional lives?

**Nora:**  (tel:6314008888) “There are more than 20 Lessons that focus on our personal productivity and well-being. – From how to work more effectively with your team to why sleep is integral to

your health and your brain power.

I truly believe that if you start ‘living’ ~~(https://www.answeringlegal.com/)~~ ~~just a few of the lessons you’ll~~ experience real, measurable positive change in your life.”

## **Is it fair to say that a good portion of an attorney’s daily stress is created by their own bad habits?**

**Nora:** “I’d say that’s true for everybody – not just attorneys! But we can change our behavior. That is what ‘50 Lessons for Lawyers’ is all about.


All too often when we get frustrated by our own bad habits, we try to make massive changes in our lives.

Have you ever decided to start an intensive workout program with lots of motivation and enthusiasm only to give up – or, more likely, find excuses why that new program just won’t work – and go back to your old ways? I know I have. I’ve learned that’s because our brains rebel against massive change.

The best way to change a habit or create a new one is little by little. I’ll often say to my clients, ‘You cannot jump to the top of Mount Kilimanjaro. But step by step you can get to the top.’ The same is true in our lives. Small, consistent steps over time can create incredible, positive change.”

## **What would be your biggest piece of advice to an attorney starting a new practice in 2019?**

**Nora:** “Cultivate resilience in your practice and your life. Resilience is that quality that allows us to recover quickly from problems and challenges.

 (tel:6314008888)  
You will face many challenges in life. If you are able to bounce back from adversity, you’ll be a healthier, happier person and a better lawyer for your clients.



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Psychologists tell us that resilience is not one quality, but many – among them optimism, the ability to manage our ~~emotions~~ emotions and the ability to learn from failure, and that failing is a part of life. If we never fail, we never learn; we never grow.

Believe that whatever happens to you, you can handle it. In fact, don't just believe it – know it. Know that whatever life throws your way, you can handle it. I'm not saying that this is easy to do. I am saying that it is worth working toward. Little by little, step by resilient step."

**If readers like the book, where can they continue to follow your work?**

**Nora:** "They can visit my website (<https://www.reallifepractice.com/>) and follow me on twitter @LawFirmCoach (<https://twitter.com/LawFirmCoach>). Both of my books '50 Lessons for Lawyers: Earn more. Stress less. Be awesome.' and '50 Lessons for Women Lawyers – From Women Lawyers' ([https://www.amazon.com/50-Lessons-Women-Lawyers-Successful/dp/0997263717/ref=sr\\_1\\_1?keywords=50+Lessons+for+Women+Lawyers&qid=1568818360&s=books&sr=1-1](https://www.amazon.com/50-Lessons-Women-Lawyers-Successful/dp/0997263717/ref=sr_1_1?keywords=50+Lessons+for+Women+Lawyers&qid=1568818360&s=books&sr=1-1)) are available on Amazon."

## Legal Upheaval: A Guide to Creativity, Collaboration, and Innovation in Law

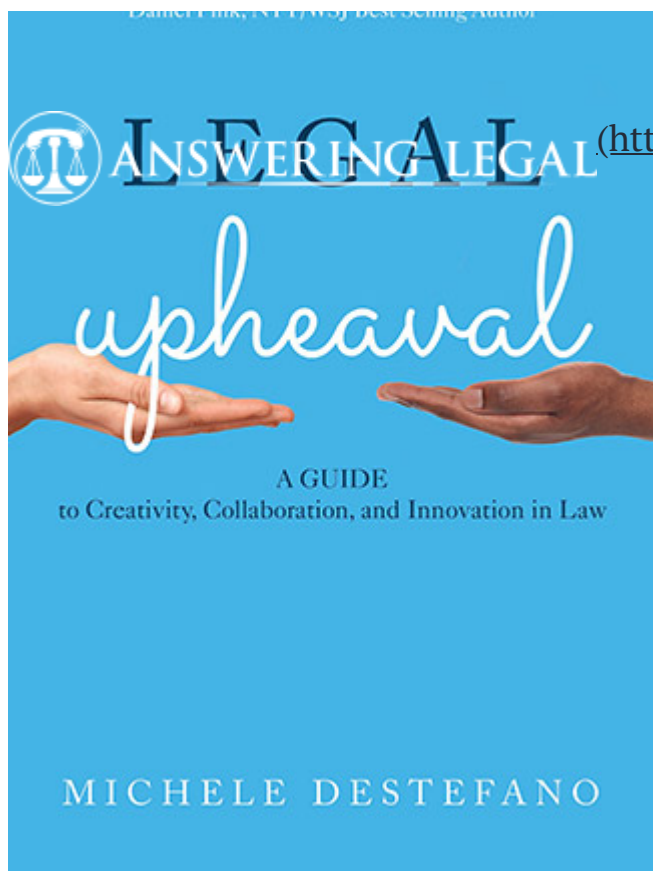


(tel:6314008888)

ENDORSED BY

Daniel Pink, NYT/WSJ Best Selling Author





(<https://www.answeringlegal.com/>)

In “[Legal Upheaval: A Guide to Creativity, Collaboration, and Innovation in Law](https://www.amazon.com/Legal-Upheaval-Creativity-Collaboration-Innovation/dp/1641051205/ref=sr_1_1?crid=2I4U070EXJSGS&keywords=legal+upheaval&qid=1568818794&s=books&sprefix=legal+uph%2Cstripbooks%2C136&sr=1-1)” ([https://www.amazon.com/Legal-Upheaval-Creativity-Collaboration-Innovation/dp/1641051205/ref=sr\\_1\\_1?crid=2I4U070EXJSGS&keywords=legal+upheaval&qid=1568818794&s=books&sprefix=legal+uph%2Cstripbooks%2C136&sr=1-1](https://www.amazon.com/Legal-Upheaval-Creativity-Collaboration-Innovation/dp/1641051205/ref=sr_1_1?crid=2I4U070EXJSGS&keywords=legal+upheaval&qid=1568818794&s=books&sprefix=legal+uph%2Cstripbooks%2C136&sr=1-1)), law professor Michele DeStefano takes attorneys on an important journey of innovation. Attorneys will learn from this book exactly what they must do to stay ahead of today’s constantly evolving legal landscape. Check out our conversation with Michele below!



## Our Conversation With Michele DeStefano



(tel.6314008888)



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## What inspired you to write this book?

(<https://www.answeringlegal.com/>)

**Michele DeStefano:** “Over the course of the past 10 years conducting interviews with hundreds of general counsels and heads of innovation at law firms and leading hundreds of multidisciplinary, inter-generational teams on a 16 week innovation journey from problem to solution, I learned that the real benefit of lawyers learning how to innovate was the change in mindset, skillset, and behaviors.

So I wrote this book to spread that message, to try to convince all lawyers to hone the DNA of innovators (even if their business model is not broken) because in the process they hone the mindset and service skills that delight clients.”

## What can attorneys expect to get out of reading your book?

**Michele:** “Lawyers will take away three things.

First, they will gain an understanding of the changing legal landscape in a way that will not make them fear that the sky is falling because it is not. That said, they will also learn that, due to these changes, clients’ demands and expectations are changing and that means lawyers need to change along with them.

Second, readers will be introduced to the three rules of engagement that every lawyer can follow and that will help transform how they collaborate with others and how they lead their teams.

Many years ago, Chris Avery wrote a book called ‘Teamwork is an Individual Skill.’ The three rules of engagement help us keep that in mind and focus, as individuals, on teaming, collaboration, and leadership skills.

Third, they will be introduced to the 3-4-5 Method of Innovation that is based on design thinking principles, designed specifically for legal professionals, and that has





been tested on over 250 teams around the world. This method can be utilized to enhance the efficiency, effectiveness, and creativeness of any collaborative project whether it is a project to create a solution to a problem or a 3-year strategic plan.”  
(<https://www.answeringlegal.com/>)

## Can you talk a little bit about how the demands of legal clients have evolved in recent years?

**Michele:** “My research suggests that clients’ focus is changing from what services and expertise lawyers provide to how they provide those services and expertise.

In the past, clients may have been delighted to receive the highest quality legal expertise (at the best price). That is not the case anymore. Our clients’ needs have changed. Clients want more than the collaboration of the past. They want lawyers to be proactive co-collaborators. They want us to collaborate towards decision-making and work through risk assessment in business language from a business mindset.

It is a change in the way we approach problem solving (i.e., by problem finding and teaming), the way we communicate, the way we present ideas, the way we actually problem solve and, more than that, it is a shift toward a client-centric provision of services. They want help making decisions and working through issues beyond law. They want lawyers to be counselors, not just advisers.

Some may question whether lawyers should be counselors who provide a mix of legal and business advice and services. Clients, however, think the answer to that question is absolutely yes.”

## What are some of the biggest marketing mistakes you see being made by lawyers today?

**Michele:** (tel: 631-400-8888) “The biggest marketing mistake that lawyers make is overlooking the importance of branding and marketing. They don’t spend enough time creating and



nurturing their own personal brand or on learning how to better market themselves (e.g., by building their networks, and honing their communication and presentation skills). (<https://www.answeringlegal.com/>)

While, of course, the quality of lawyers' work is unquestionably most critical, clients are focusing on how lawyers provide service not just what service and advice they provide. Those lawyers who develop their individual brands and master how to market themselves will differentiate themselves."

## What would be your biggest piece of advice to an attorney starting a new practice in 2019?

**Michele:** "Most importantly: 'multi-disciplinarize' yourself. Specifically, seek business experience and tap back into your inner creative.

If you are still in law school, take some business classes as well or seek a joint law/business degree. If you can't afford to do that due to time or money seek some real non-law business experience, not just so you understand the business side of things but also so that you understand what true client service is.

Get a job as a barista or volunteer at a non-profit in sales or marketing. In addition to honing your business-mind, re-invest in your creative side whether it is art, music, gardening.

The combination of business, creativity, and law will set you apart."

## If readers like the book, where can they continue to follow your work?

**Michele:** (tel: 631 400 8888) "I just recently co-curated a book with Dr. Guenther Dobrauz, a senior leader at PWC, called '[New Suits: Appetite for Disruption in the Legal World](#)'

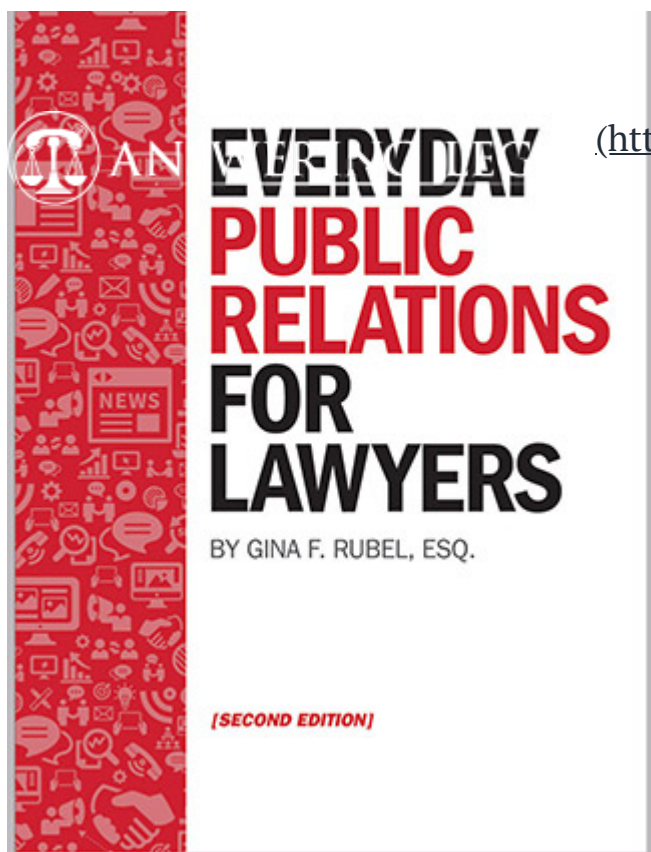
([https://www.amazon.com/New-Suits-Michele-DeStefano/dp/3727210397/ref=sr\\_1\\_1?keywords=New+Suits%3A+Appetite+for+Disruption+in+the+Legal+World&qid=1568820354&s=books&sr=1-1](https://www.amazon.com/New-Suits-Michele-DeStefano/dp/3727210397/ref=sr_1_1?keywords=New+Suits%3A+Appetite+for+Disruption+in+the+Legal+World&qid=1568820354&s=books&sr=1-1)). This book is designed to help legal professionals navigate the ever-changing legal ecosystem. I (also) wrote two chapters in the book, ‘Innovation: A New Key Discipline for Lawyers and Legal Education and The Secret Sauce to Teaching Collaboration and Leadership to Lawyers’.”

## Everyday Public Relations For Lawyers, Second Edition



(tel:6314008888)





(<https://www.answeringlegal.com/>)

In “[Everyday Public Relations For Lawyers](https://www.attorneyatwork.com/law-practice-book/everyday-public-relations-for-lawyers-2nd-edition/)” (<https://www.attorneyatwork.com/law-practice-book/everyday-public-relations-for-lawyers-2nd-edition/>), attorney Gina F. Rubel guides law firms through the dos and don’ts of interacting with the media. Topics covered in the book include how to begin your PR journey, establishing PR goals and defining how you want your firm to be perceived. Check out our conversation with Gina below!



## Our Conversation With Gina F. Rubel

 (tel:6314008888)  
**What inspired you to write this book?**



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**Gina F. Rubel:** “As a third-generation lawyer, being entrenched in the legal industry is in my blood, as is the art of proactive communications.  
(<https://www.answeringlegal.com/>)

My undergraduate degree and subsequent work experience centered around corporate communications and international business. Then, in law school, we were taught law and theories, but not how to run, manage, market or promote a law practice.

The marriage of law and communications was a natural fit. The more I handled high-profile cases and public relations for lawyers, the more I realized the necessity for the book. The first edition was published in 2007. Since then, much has changed.”

## What can attorneys expect to get out of reading your book?

**Gina:** “The second edition of ‘Everyday Public Relations for Lawyers’ digs deeper. It incorporates insights and examples from more than 20 legal marketers and practicing attorneys.

The book teaches lawyers how to control their brand, growth their business, engage in public relations as a means for business development, manage their reputation, and prepare for a crisis. It’s a no-nonsense tool that delivers hands-on advice on all critical aspects of modern public relations — from the dos and don’ts of media relations and controlling the message to harnessing the power of the internet and social media.

There are guidelines and lists that will provide all manner of PR strategy, including how to work positively with the media, key messaging, thought leadership, and crisis management. It’s a one-stop PR book for lawyers.”

## What are some of the biggest public relations mistakes you see lawyers making today?

**Gina:** “(tel:6314008888) Lawyers are smart, logical and strategic when it comes to the practice of law, however, oftentimes they don’t apply strategy and data to public relations.

Some of the biggest PR mistakes lawyers make are:

*(<https://www.answeringlegal.com/>)*  
*Failing to have a legal marketing blueprint, a public relations plan, and an incident response plan:* Just like building a house, successful legal marketing and public relations requires blueprints. Law firms need to know what they want to accomplish with their overall marketing and PR efforts before implementing tactics. For example, is the goal to differentiate a practice group or industry group through thought leadership or is it strictly to generate awareness? The answers to such a question will help the communications team to identify the best strategies and tactics. Failing to have a crisis response plan, also known as an incident response plan, is also a mistake. It's akin to trying a high-profile case without having ever read the file or vetted the witnesses. Just don't do it.

*Letting the tail wag the dog:* All too often, law firm partners approach their legal marketing and PR team and say, "Did you see what so-and-so [competitor] did with their marketing. Why aren't we doing that?" This is letting the tail wag the dog. Nine times out of ten, so-and-so competitor law firm executed a tactic because someone else was doing it too. A few years ago, the hottest craze was to develop law firm apps. Many law firms felt they needed them because a competitor had one. However, most law firm apps were self-serving. They pushed the user back to the firm's website as opposed to serving as a utility; in other words, instead of solving a problem. What your competition is doing matters much less than what your law firm is doing and whether those strategies and tactics are meeting your business objectives.

*Disregarding the audience:* Failure to identify the target audience and address it directly is often a big mistake of law firm public relations and marketing. The firm should identify its potential clients, determine where they are, and figure out how to reach them efficiently and effectively. Then, the communications strategies and tactics should be tailored to reach that audience where they are and in meaningful ways. It is also important to understand the messages that need to be conveyed to your target

*& (tel:6314008888)*  
audience. For example, what general counsel needs to hear in terms of the benefits law firm brings to the table is very different from those of an individual contemplating

divorce or a municipality seeking a solicitor. Think of it like communicating a message to a judge, opposing counsel or jury. Every message needs to be tailored to the audience. (<https://www.answeringlegal.com/>)

*Doing it just because:* The biggest mistake of all is participating in public relations and marketing activities without understanding the value of the tactics. Attorneys frequently say, “the marketing and PR tactics aren’t working – they’re not bringing in business.” When asked how they know they’re not working, attorneys often respond, “I just know.” For example, when an attorney speaks at a conference, it’s unlikely that they will walk away with new business or that the phone will ring the next day. The attorney needs to capitalize on the speaking opportunity and if nothing comes of it, they need to ask: Was it the right audience? Was my presentation compelling? Was there a handout with my contact information? Did I follow up with any of the attendees? Did I invite any past, current or prospective clients or referral sources to attend? Did I write a post-program article or blog and share it with target audiences in various platforms? Don’t just assume that because the attorney spoke at a conference, they will get new business.”

## How has public relations for lawyers changed in recent years?

**Gina:** “Law firms are competing for business and share of voice (i.e., to have their stories told and heard) with well-funded legal automation startup companies like LegalZoom, with other professions like the accounting industry where the Big Four have moved into the legal space, and with secondment and virtual legal service providers like BlissLawyers. As a result, lawyers need to be more innovative and strategic with their communications.

Digital tools are a game-changer. While it is important to have a lawyer’s story included in traditional media such as print, radio and television, all have online components. In fact, many publications have moved to digital-only platforms and even more have moved behind paywalls. It’s imperative that lawyers understand how to best harness the value of digital media and how to capitalize on it.



Public relations is no longer a silo. While the title of my book is ‘Everyday Public Relations for Lawyers,’ I go into detail about how PR is using legal part of a law firm’s or lawyer’s business development strategies. At the end of the day, PR must be integrated with the entire marketing mix to be effective. The end results should support attorney and staff recruitment and retention; client retention, growth and acquisition; firm and attorney reputation management; and firm growth and sustainability overall.”

## What would be your biggest piece of PR advice to an attorney just starting out in 2019?

**Gina:** “This is going to sound incredibly self-serving: I would tell them to read the book. Many law schools neglect topics regarding the business of law. If an attorney is just starting out and they want to build a reputation, stand out in the law firm with a solid path to partnership, or work in-house, they still need to employ the fundamentals of everyday public relations. Don’t just read my book. Read online legal publications such as Attorney At Work (<https://www.attorneyatwork.com/>) and JD Supra (<https://www.jdsupra.com/>); listen to podcast such as Myrland’s Legal Marketing Minutes (<https://www.myrlandmarketing.com/legalmarketingminutes/>); read blogs such as Answering Legal (<https://www.answeringlegal.com/blog/>) (yes, I know, it’s a plug, but I mean it), The Legal Watercooler (<https://www.legalwatercoolerblog.com/>), Zen and The Art of Legal Networking (<https://www.zenlegalnetworking.com/>), and Real Lawyers (<https://kevin.lexblog.com/>); and read every book about legal marketing, PR and business development.”

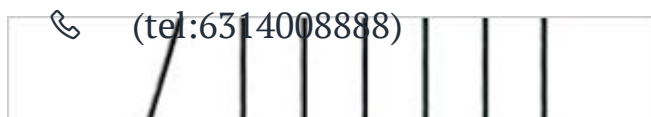
## If readers like the book, where can they continue to follow your work?

**Gina:** “(tel:6314008888) Our website (<https://www.furiarubel.com/>) is a good place to start to get tips from me and my colleagues. I also suggest subscribing to our blog. I’m also active on



social media where I share ideas and stories, answer questions, and provide legal marketing and PR advice. I'm @ginarubel (<https://twitter.com/GinaRubel>) on Twitter and ginaforarubel on LinkedIn (<https://www.linkedin.com/in/ginaforarubel/>).”

# The Introverted Lawyer: A Seven Step Journey Towards Authentically Empowered Advocacy



(tel:6314008888)





(<https://www.answeringlegal.com/>)

# THE INTROVERTED LAWYER

A Seven-Step Journey Toward  
Authentically Empowered Advocacy

HEIDI K. BROWN

In “[The Introverted Lawyer: A Seven-Step Journey Toward Authentically Empowered Advocacy](https://www.amazon.com/Introverted-Lawyer-Authentically-Empowered-Advocacy/dp/1634257723)” (<https://www.amazon.com/Introverted-Lawyer-Authentically-Empowered-Advocacy/dp/1634257723>), associate law professor and former litigator Heidi K. Brown offers introverted attorneys guidance on how to thrive in a seemingly extroverted legal world. Heidi shares a seven-step process to help introverted, shy, and socially anxious individuals amplify their authentic lawyer voices. Check out our conversation with Heidi below!



## Our Conversation With Heidi K. Brown



(tel:6314008888)



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## What inspired you to write this book?

**Heidi K. Brown:** [\(https://www.answeringlegal.com/\)](https://www.answeringlegal.com/) “I loved the legal research and writing aspects of my job as a lawyer, but I grappled with performance anxiety, literally for fifteen years. I erroneously believed I had to mirror the behavior and approaches of my extroverted counterparts. When I started teaching legal writing ten years ago, I noticed that my best writers, the most thoughtful problem-solvers, and the deepest thinkers often were also the law students who were most hesitant to speak in class. These individuals were hard-working, intelligent, and insightful, but they needed time to process their analyses before being put on the spot.

I realized that I wanted to study this phenomenon, to understand myself better, but also to help naturally quiet, introverted, shy, and socially anxious law students realize that they have an important role in our profession. In learning about the differences between introversion and extroversion, and then the distinctions among introversion, shyness, and social anxiety, I felt compelled to highlight the assets that quiet individuals bring to our profession. I also wanted to offer some tips on how we can amplify our voices in an authentic manner when we need to make ourselves heard.”

## Is it fair to say that a lot of talented individuals have been overlooked in the legal field because they are on the introverted or quiet side?

**Heidi:** “I do think that our profession promotes an ‘extrovert ideal.’ This starts in law school which requires class participation through the Socratic method. Obviously, individuals who are naturally talkative, and who like to vet and test their thoughts, ideas, and theories out loud may seem—on the surface—more confident and engaged. When I was researching my book, I learned the differences in how introverts and extroverts process stimuli, information, and questions. Introverts vet and test their

thoughts, ideas, and theories internally. We don’t like to speak just for the sake of speaking, and we like to have a fully formed thought before we express it aloud. This

might make us seem unprepared, or not as smart, or not as engaged—which absolutely isn't true.

(<https://www.answeringlegal.com/>)


I think it's fair to say that extroverts tend to garner more attention—in the law classroom, in meetings with a lot of competing voices, and in social interactions. But introverts have a tremendous amount to offer—including through our writing, methodical problem-solving, and ability to listen. I love that some law firms are starting to realize this and are changing the way they interview new lawyers. For example, some [law firms give applicants a writing exercise](http://www.abajournal.com/magazine/article/talented_overlooked_introverted_lawyer_s/) ([http://www.abajournal.com/magazine/article/talented\\_overlooked\\_introverted\\_lawyer\\_s/](http://www.abajournal.com/magazine/article/talented_overlooked_introverted_lawyer_s/)), providing a different platform where introverts can shine.”

## **Your book aims to help introverted lawyers amplify their voices without compromising or suppressing their quiet strengths. How does your book go about achieving this?**

**Heidi:** ‘First, I am a huge fan of giving ourselves permission to reject the cliché messages we often hear, like ‘fake it till you make it.’ Telling an introvert to “be more extroverted’ is (as I wrote in my book) like telling a dog to be a cat (or vice versa). Instead of the ‘just do it’ bravado mentality, I encourage introverts to ‘just be it.’ We can be our smart, authentic, quiet selves. Then, in situations where we need to be able to speak about the law with vigor, we can amplify our voices authentically, rather than trying to fake or force extroversion. I recommend the following four techniques.

### *Step 1: Mental Reflection*

First, it's important to listen carefully to, and then transcribe verbatim, the negative or limiting messages that automatically launch and replay in our heads in anticipation of, or during, a law-related interpersonal interaction. As we put the messages on paper, we

 (tel:6314008888)  
start to realize and acknowledge that the sources and messages from the past are no longer relevant in our current lawyer personas.

### *Step 2: Physical Reflection*

Next, we start noticing each physical reaction ignited by the anticipation of, or participation in, an interactive law-related event. We describe the physical manifestations as specifically as possible—on paper. (For instance, I blush; my shoulders cave forward; my heart races; I sweat). We assess how and when each physical response begins, crescendos, and eventually subsides.

### *Step 3: Mental Action*

Then, we begin ejecting the unhelpful messages from the past and crafting useful taglines and prompts for the future. Mine go something like this: ‘I’m prepared for this. I’ve done the work. I know what I’m talking about. I’m entitled to say it in my voice.’

### *Step 4: Physical Action*

At the same time, we adopt new physical stances, postures, and movement techniques to better manage and channel excess energy ignited by a law-related interpersonal exchange. We stand or sit in an open and balanced athlete’s stance: placing both feet on the floor, lengthening our spine, shifting our shoulders back, and breathing. This can help our blood and oxygen flow in a more productive manner. This will enhance thought clarity, and amplify the natural power in our voices.”

**You were someone who dealt with extreme public speaking anxiety throughout law school and law practice. How much do you think a book like “The Introverted Lawyer” would’ve helped you during your earlier years?**

**Heidi:**  (tel:6314008888) “I greatly wish I could have a do-over of all the times I was cold-called in class in law school...all the depositions in which I felt uncertain...all the meetings I participated

in and worried about being the last person to speak. It would have helped me immensely to know that introverts bring tremendous assets to our profession: active listening, deep thinking, thoughtful analysis, methodical legal writing, creative problem-solving. I wish I had known that it was natural for me to process information and stimuli internally, and that it was normal for me to take time to process questions, ideas, and challenges in a quiet methodical manner—to get to the right answer or solution.

I also wish I had known that it was normal for me to need to close my office door to concentrate on finishing a lengthy brief. It would have helped to have concrete and practical advice on how to adjust my mindset toward my introversion, and recalibrate my automatic mental and physical responses to performance anxiety. I'm so glad that we are having these types of dialogues now, so the next generation of lawyers can be more aware of their strengths, and be able to articulate to others how they can best thrive."

## What would be your biggest piece of advice to an introverted lawyer just starting out in 2019?

**Heidi:** "Be you. Get to know yourself. In fact, Socrates advised, 'Know thyself.' Read books about introversion, and understand why certain lawyering scenarios (with lots of competing stimuli) can cause some of us to stumble, and also why we thrive in other situations. Give yourself permission to reject the cliché messages to 'fake it till you make it' or 'just do it.' You are an asset to the profession just the way you are. Then, when you need to amplify your voice to make yourself heard, try experimenting with mental and physical reflection techniques, and then mental and physical recalibration techniques. Start a dialogue in your law office community about the strengths that both introverts and extroverts bring to teams, but also how we are different. Be an ambassador for inclusion. Just because we are quiet and need time to process complex

thoughts about the law does not mean we are any less authoritative or effective as advocates. We can be tremendously powerful advocates by being our thoughtful and

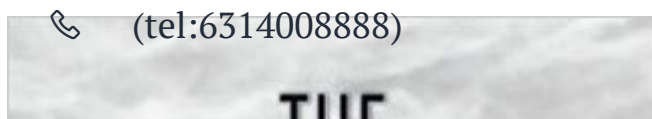
impactful selves.”

(<https://www.answeringlegal.com/>)

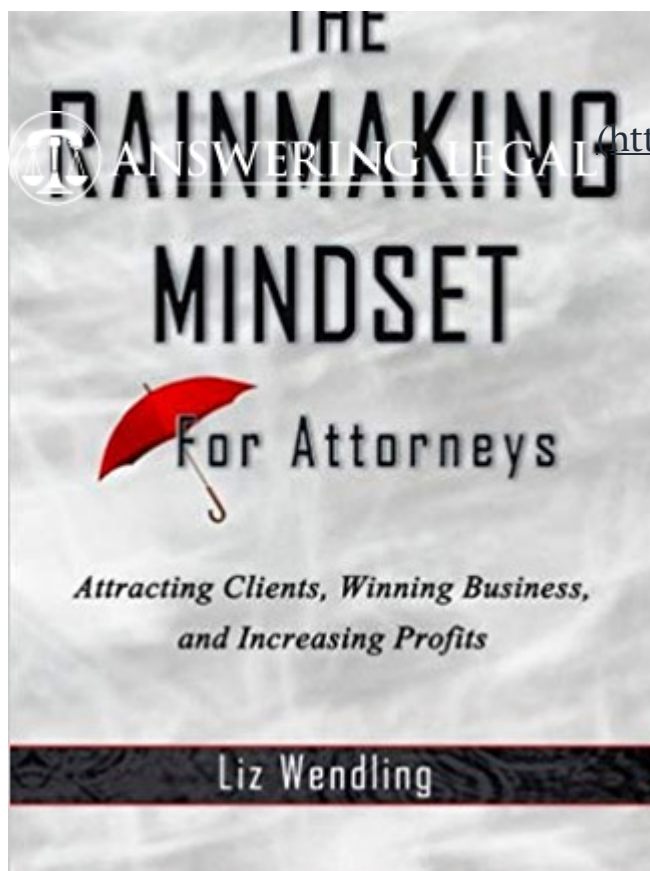
**If readers like the book, where can they continue to follow your work?**

**Heidi:** “I love to hear from readers. My website is [www.theintrovertedlawyer.com](http://www.theintrovertedlawyer.com/) (<http://www.theintrovertedlawyer.com/>). I also love connecting with readers over Twitter (@introvertlawyer (<https://twitter.com/introvertlawyer>)), Instagram (@introvertedlawyer (<https://www.instagram.com/introvertedlawyer/>)) and LinkedIn. I write columns about introversion (and fear) for the ABA Journal. My newest book, ‘[Untangling Fear in Lawyering](https://www.americanbar.org/products/inv/book/358687385/)’ (<https://www.americanbar.org/products/inv/book/358687385/>), might be helpful to introverts who also grapple with performance fears.”

## The Rainmaking Mindset for Attorneys: Attracting Clients, Winning Business, and Increasing Profits







<https://www.answeringlegal.com/>

In "The Rainmaking Mindset For Attorneys: Attracting Clients, Winning Business and Increasing Profits" (<https://www.amazon.com/Rainmaking-Mindset-Attorneys-Attracting-Increasing/dp/0984676694>), business consultant Liz Wendling details why it is more important than ever for attorneys to be comfortable marketing and selling their practice. Liz shares with lawyers strategies and ideas that will help them succeed in today's ultra-competitive legal world. Check out our conversation with Liz below!



## Our Conversation With Liz Wendling

 (tel:6314008888)  
**What inspired you to write this book?**





**Liz Wendling:** “I was inspired to write the book because I was witnessing many law firms struggle to convert their marketing leads into closed business and new clients. They were meeting with many potential clients, but they were not converting them into paying clients.”  
(<https://www.answeringlegal.com/>)

Lead conversion rates never get better or vanish on its own. They disappear when attorneys are equipped with innovative rainmaking skills that make them stand out and differentiate themselves from the sea of legal competition.”

## What can readers expect to get out of reading your book?

**Liz:** “Attorneys will learn the skills they did not learn in law school—modern rainmaking skills. They will learn the importance of having an updated strategic sales and marketing process that is predictable, profitable, and sustainable! What used to work just five short years ago in converting marketing leads into clients is miserably outdated. This obsolete process was created in a different time, in a different marketplace, and for a different consumer. Without an update, attorneys will have to get used to hearing; I need to think about it. I will get back to you. Your fees are too high. With new skills, attorneys can give themselves an instant raise and start hearing, Who do I make the retainer check out to? I am ready to retain you now. When can we get started?”

## What does it take to be a successful rainmaker in today’s legal world?

**Liz:** “Lead conversion skills. The successful rainmakers know that the legal landscape has changed forever, and they are choosing to change with it. These modern attorneys understand what it takes to convert today’s savvy and smart legal consumer into a happy paying client.”

I always say marketing efforts get you noticed, but lead conversions skills get you hired. Lead conversion skills give attorneys the edge that many other attorneys don’t possess,

which enables them to win more business and command higher fees. Without top lead conversion skills, attorneys will continue to leave enormous amounts of money on the table and watch perfect clients walk out the door and retain the competition.”  
(<https://www.answeringlegal.com/>)

## **What are some of the biggest mistakes you see lawyers making with their online marketing efforts?**

**Liz:** “Hands down it is the lack of differentiation! To gain a substantial advantage, lawyers must be able to differentiate themselves, stand out from competitors, and be different in a way that matters to today’s savvy legal consumer. What you think makes you different, and unique may be keeping you in the commodity trap that lawyers work so hard to avoid.

The differentiators that many law firms and attorneys use in their marketing and websites make them look and sound like everyone else. They attempt to differentiate themselves by making the same declarations that countless other attorneys make.

Today’s savvy legal consumer can’t tell one law firm from the next. Your legal services appear the same as all of the others in your practice area, and you’re being viewed as a commodity.”

## **What would be your biggest piece of advice to a lawyer starting a new firm in 2019?**

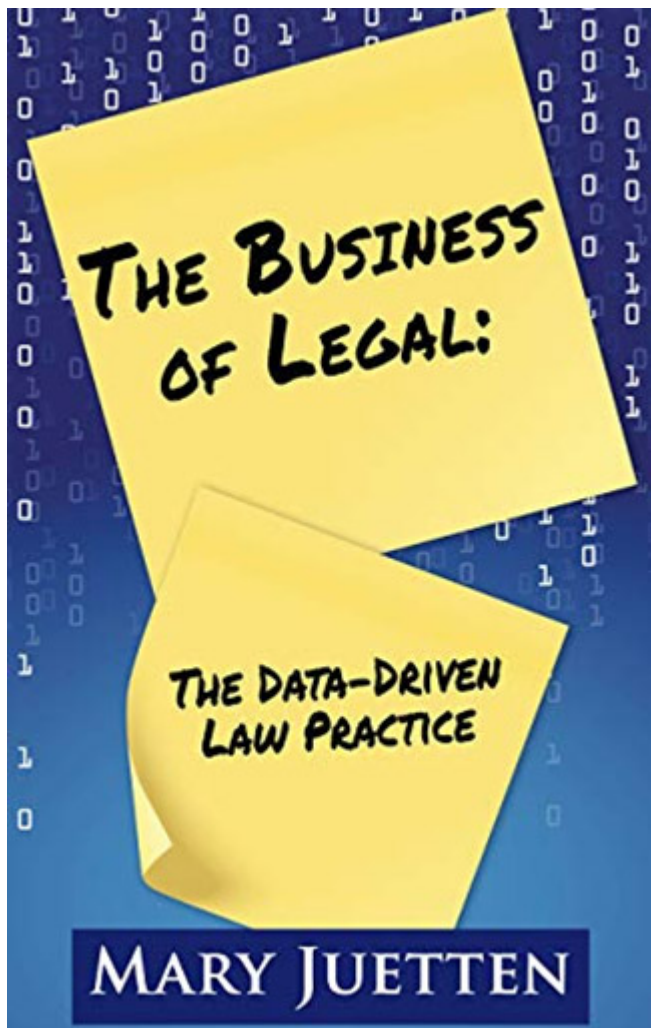
**Liz:** “Grow your practice by choice, not by chance! If you want to be paid well for what you do, you must learn how to market your services and sell your expertise. Attorneys who know how to convert an expensive marketing lead into an invested client will always have a steady stream of qualified clients.”

 (tel:6314008888)  
**If readers like the book, where can they continue to follow your work?**



**Liz:** “They can go to [therainmakingcoach.com](http://www.therainmakingcoach.com/) (<http://www.therainmakingcoach.com/>) or read my articles at The National Law Review or Amazon for my books.”

# The Business of Legal: The Data-Driven Law Practice



In [The Business of Legal: The Data-Driven Law Practice](https://www.amazon.com/Business-Legal-Data-Driven-Law-Practice-) (tel:6314008888) (<https://www.amazon.com/Business-Legal-Data-Driven-Law-Practice->



[ebook/dp/B07GZVPT22](https://www.amazon.com/dp/B07GZVPT22)), entrepreneur Mary Juetten uses her business, accounting and consulting experience to help attorneys build more sustainable practices and more successful careers. Lawyers will learn from the book, how to be more effective at collecting data and analyzing processes. Check out our conversation with Mary below!



## Our Conversation With Mary Juetten

### What inspired you to write this book?

**Mary Juetten:** “I wrote my first book on Key Performance Indicators (KPIs) for Thomson Reuters by request and although I am proud of the coverage of small law firm KPIs, I wanted to write more about how a law firm could implement metrics.

Also, I wanted to talk about compensation and motivation for lawyers; the shift from hours to flat fees. I had many people asking me how to get started with KPIs and about business in general so I decided to self-publish a short, reader-friendly book on how to run your law firm as a business.”

### What can readers expect to get out of reading your book?

**Mary:** “A practical roadmap to get started with the business side of a law firm or take their firm’s processes and metrics to the next level. It’s a quick read and hopefully will inspire lawyers to start looking at the important data and metrics in their practice.

To help, the book used real-life examples to illustrate the pain points in running a law firm, disguised of course!”

## **Why is it important for lawyers to develop a data-driven approach for managing their firms?**

**Mary:** “Many lawyers have shared that they work endless hours and still do not make money. Or that they run their practice on gut feel. Pausing and taking a look at some of your pain points, whether that is a lack of customers or cash means looking at the data. It’s simple and does not require a consultant or expensive technology.”

## **Will lawyers who aren’t overly tech-savvy still be able to find value from your book?**

**Mary:** “Absolutely. My mantra is data before decision and process before purchase. The book is focused on what you do before you run out and buy technology. A bad process cannot be saved by technology.

Also the cover has post-it notes for a reason, you do not need anything more than a pack of those, a pen, and some time to analyze your firm’s process to improve your firm.”

## **What would be your biggest piece of advice to a lawyer just starting out in 2019?**

**Mary:** “Ask for help. Whether you are starting your own firm or working for Big Law; talk to others about their experience and their pain points and solutions to hopefully get started on the right track.”

 (tel:6314008888)  
**If readers like the book, where can they continue to follow your work?**



**Mary:** “Both of my books are on Amazon and I continue to write for Forbes but I have shifted gears and I am using my accounting and legal background consulting overseas with my husband, so it will be awhile before there is another book!”  
(<https://www.answeringlegal.com/>)

## From Rookie to Rainmaker: How to Grow Your Law Business

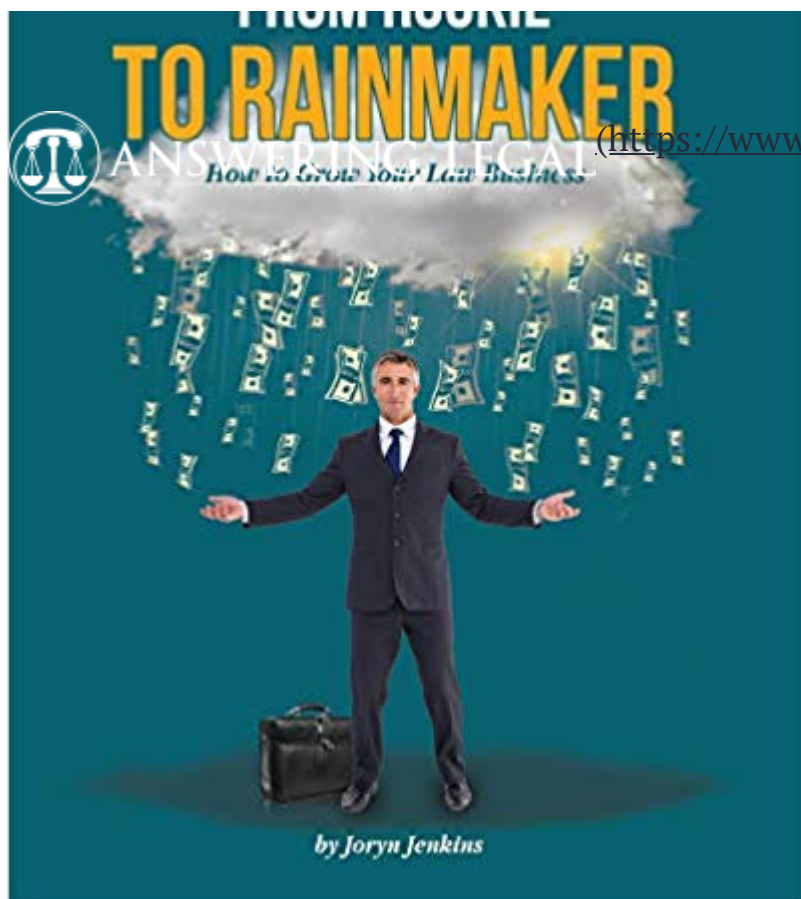


(tel:6314008888)

FROM ROOKIE



1



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In "From Rook to Rainmaker: How to Grow Your Law Business"

(<https://www.amazon.com/Rook-Rainmaker-Grow-Your-Business/dp/0990637182>),

long-time trial attorney Joryn Jenkins shares her five fortes for successfully marketing a legal practice, and provides a path for young lawyers to follow in building their firms. After reading this book, attorneys will feel confident selling themselves in even the most competitive of markets. Check out our conversation with Joryn below!



## Our Conversation With Joryn Jenkins

 (tel:6314008888)  
**What inspired you to write this book?**





**Joryn Jenkins:** “In 1993, I was interviewed by the ABA for a piece in The ABA Law Journal about marketing by lawyers. At that time, I was considered one of the movers and shakers in that respect, as I was teaching full-time at Stetson University College of Law while handling an appeal in the Florida Supreme Court (Yes, I won; thank you for asking) and getting ready to open my own firm, all at the same time.  
(<https://www.answeringlegal.com/>)

Since then, a lot has changed both in the practice of law and in marketing that practice. Calling other lawyers in the community and shaking the trees (“You haven’t sent me a case lately”) doesn’t work by itself anymore. More law schools, more young lawyers, more women lawyers, and more minority lawyers have all created a far more competitive dynamic than when I was a baby lawyer. Because I offer a legal service that is little known and requires a huge commitment of time just to get the word out that it, as a solution to a problem, exists, I’m still at the forefront of solution-based marketing for lawyers, and I realized that I could fill a need with, among other things, a book.”

## What can attorneys expect to get out of reading your book?

**Joryn:** “The book is a compendium of the marketing package that I created for myself and now offer to others. Although the book covers the entire marketing suite (the five fortes, as you note below), in depth, everyone learns differently, as I well know. For that reason, I offer different ways to achieve the same result, to dig deep into my marketing model in order to create your own personalized marketing plan.

1. You perform each task I recommend and describe in the book in the order in which I walk you through the ‘Rookie to Rainmaker’ plan described in it.
2. You can purchase ‘The Rookie to Rainmaker Toolkit’, which includes both samples of all of the tools and forms I walk you through creating on your own in the book, as well as the ‘Weekly Steps’, which is the one-year marketing plan personalized

☎ (tel: 631 400 8888) for your law practice. This is available on [www.JorynJenkins.com](http://www.jorynjenkins.com/)  
(<http://www.jorynjenkins.com/>).



3. You can attend my two-day 'Rookie to Rainmaker Marketing Your Law Practice' workshop, limited to 65 attendees. This is available on [www.JorynJenkins.com](http://www.jorynjenkins.com) (<http://www.jorynjenkins.com/>). I recommend following this with the mastermind series described next to keep you on track with the plan.
4. You can attend my monthly 'Rookie to Rainmaker Marketing Your Law Practice' mastermind sessions, available on Zoom and limited to 12 attendees each. This is available on [www.JorynJenkins.com](http://www.jorynjenkins.com) (<http://www.jorynjenkins.com/>).

## What are some of the biggest marketing mistakes you see young lawyers making today?

**Joryn:** "Today, as ever, young lawyers hang out their shingles without a clue about how they will bring in business, how they will 'market.'

In fact, everyone's afraid of that word! They assume that the shingles will work magically to call people into their offices. Then they end up practicing 'door law,' i.e. taking whatever case walks in the door, instead of making their reputations doing something they really love.

50% of the folks getting their law licenses end up leaving the practice because that's not what they really want to do. If they would only figure out the marketing piece first, they would all be as blessed as I have been, to be able to do something that they are passionate about that actually pays the bills."

## In your book, you share five fortes to effectively focusing and implementing marketing efforts. Can you tell us a little bit about those five fortes?

**Joryn:** "There's magic in the five fortes. Here's why. To really make a difference in the world and in a young lawyer's practice, you must reach as many people as possible. The

more people who know about what you offer, the more likely it is that you can be successful in running your practice. The most influential people in any industry corner the lion's share of the business. (<https://www.answeringlegal.com/>)

We err when we don't focus on marketing, because we don't develop and increase our 'influence,' and we then fail to improve our practice.

In every industry, the legal work that we do included, there are three types of professionals: 1) the Newbies, who are just starting out; 2) the Workers, who are skilled, but unexceptional and therefore unrecognized; and 3) the Champions (John Maxwell called them 'People of Influence,' but we will call them Champions of Law Practice), who are highly credible, who are very visible, and who are making a difference.

Who are the Champions in the practice of law in your market? How did these people become Champions? Do they speak fluently about their practice area? Are they president of the local bar section? Do they blog often? Do they publish articles about their area of practice? Do they train others in that practice area? Are they polished and passionate presenters? What do you need to do to be added to this short list?

Why is it important to be a Champion anyway? Champions attract the clients we all want. Champions receive more referrals from other professionals and from former clients. They receive them from first responders of all professions and trades. Champions enjoy a greater sense of clarity and purpose in their visions of themselves and of their staff. Champions are asked to partner with other lawyers and professionals who specialize in their practice areas. Champions are invited to speak about what they do, and they write about it, as well.

Champions in the practice of law develop and then continually strengthen specific core characteristics, *five fortes*:

1. Pitching
2. Publishing
3. Presenting (tel: 631 400 8888)
4. Profiling



#### 4. Promoting

#### 5. Partnering

(<https://www.answeringlegal.com/>)

How do *you* become a Champion? Know this... there is plenty of room for you to be a Champion in your practice area. There are always plenty of openings in any legal field that are just begging for someone who is excited about their practice area to step in and fill. And there is no reason at all that that person can't be you.

Make a commitment to yourself to become a Champion.”

**If readers like the book, where can they continue to follow your work?**

**Joryn:** “[www.JorynJenkins.com](http://www.jorynjenkins.com/) (<http://www.jorynjenkins.com/>)”.

**Have questions? Our team is here to help. Call 631-400-8888**

Monday to Friday from 9 am to 7 pm EST.

#### **Our Service**

& (tel:6314008888)  
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Our Authors (<https://www.answeringlegal.com/authors/>)

Our Reviews (<https://www.answeringlegal.com/answering-legal-reviews/>)

## Partnerships

Referrals (<https://www.answeringlegal.com/refer-an-attorney/>)

Law Firm Marketing (<https://www.answeringlegal.com/blog/category/law-firm-marketing/>)

## Resources

Blog (<https://www.answeringlegal.com/blog/>)

EBooks (<https://www.answeringlegal.com/ebooks/>)

Videos (<https://www.answeringlegal.com/videos/>)

Let's Talk Legal Marketing (tel: 671-400-8888) (<https://www.answeringlegal.com/lets-talk-legal-marketing/>)



Top Legal Softwares (<https://www.answeringlegal.com/blog/11-Best-Legal-Softwares-For-2019/>)

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