

# Contents

Acknowledgments .....	vii
About the Author .....	ix
Introduction.....	xi
<b>CHAPTER 1</b>	
<b>Why a Personal Injury Practice Is Different</b>	<b>1</b>
Self-Analysis.....	2
<b>CHAPTER 2</b>	
<b>Your First Big Decision: Solo Practice or Partnership?</b>	<b>7</b>
Advantages of a Solo Practice.....	9
Advantages of a Partnership .....	11
Taking on a Partner .....	12
Choosing the Right Partner .....	14
Issues to Discuss Before Forming a Partnership .....	16
Resolving Disputes .....	18
<b>CHAPTER 3</b>	
<b>Planning for Your New Practice</b>	<b>21</b>
Getting Financial Advice .....	22
Developing a Financial Forecast: Expense Projections.....	24
Developing a Financial Forecast: Revenue Projections .....	28
Going All the Way.....	30

**CHAPTER 4**  
**Your New Office 31**

Choosing Office Space.....	31
Organizing the Law Office.....	37
Computer Hardware and Technology .....	38

**CHAPTER 5**  
**Marketing the Personal Injury Practice 41**

Marketing Plan .....	42
Market Analysis.....	44
A Little Background on Marketing.....	47
Entering the Market.....	49
Marketing Strategies and Tactics.....	63
A Final Word About Selling .....	81

**CHAPTER 6**  
**The New Client 83**

Taking Their Calls .....	84
Meeting in Person .....	85
Getting All the Facts .....	87
Auditioning .....	88
Signing Fee Agreements .....	89
Confidential Client Questionnaire .....	90
Selecting Cases.....	92
Discussing the Client's Objectives.....	93

**CHAPTER 7**  
**Keeping Personal Injury Clients Happy 99**

Why Clients Become Unhappy.....	99
How to Keep Clients Happy.....	101
Ask Your Clients How You Are Doing .....	103
One More Rule: Put Your Clients First.....	104

<b>CHAPTER 8</b>	
<b>Working with Employees, Contractors, and Other Professionals</b>	<b>107</b>
Working with Support Staff.....	107
Hiring Good Employees .....	110
Using Staff Effectively.....	111
Establishing Systems and Procedures .....	114
Using Practice Advisors.....	118
Working with Other Lawyers.....	118
Consulting with Other Lawyers .....	120
Working with Other Professionals.....	120
<b>CHAPTER 9</b>	
<b>Managing the Workload: Case Management</b>	<b>121</b>
Allocating Resources .....	125
Dealing with Bad Facts .....	127
Is It Worth the Investment? .....	128
Master Case Plan .....	129
Summary of the Facts of the Case .....	129
Litigation Action Plan with Timetables.....	130
Adopting the Methodical Approach.....	134
<b>CHAPTER 10</b>	
<b>Essential Technology for Case/Practice Management, Document Management, and Trial Presentations</b>	<b>135</b>
Changing Programs .....	137
Case/Practice Management .....	137
Client Portals.....	142
Document Assembly/Document Management.....	143
Trial Presentation .....	144
Other Essential Software .....	145
<b>CHAPTER 11</b>	
<b>Preparing for Settlement, Arbitration, and Trial</b>	<b>147</b>
Conclusion.....	151

Appendix A. Marketing Plan .....	153
Appendix B. Market Analysis: Competing High-Volume Personal Injury Firms .....	155
Appendix C. Market Analysis: Differentiation from Competitors.....	156
Appendix D. Initial Contact Report .....	157
Appendix E. Initial Client Interview.....	158
Appendix F. Confidential Client Questionnaire .....	163
Appendix G. Client Service Questionnaire .....	169
Appendix H. Task Assignment.....	171
Appendix I. Master Case Plan.....	172
Appendix J. Sample Letters for a Personal Injury Practice.....	175
Index.....	187
About the CD.....	201