Small Firm and Sole Practitioner Section
Co-Sponsored by CLA’s SOLO Section

Presents Webinar

2nd Annual Small Firm Essential Toolkit, Part 1

Tuesday, November 10, 2020

Program - 5:20 p.m. - 7:40 p.m.

Los Angeles County Bar Association

2.0 Hour General CLE Credit

The Los Angeles County Bar Association is a State Bar of California approved MCLE provider. The Los Angeles County Bar Association certifies that this activity has been approved for MCLE credit by the State Bar of California.
2nd Annual Small Firm Essential Toolkit

Tuesday, Nov 10th, Thursday, Nov 12th and Thursday, Nov 19th

5:00 – 5:20 p.m.  
Networking

5:20 p.m. to 6:30 p.m.  
Panel 1

6:40 p.m. to 7:40 p.m.  
Panel 2

Times are the same for all program dates

LACBA Zoom Webinar

If you are not a member of the LACBA you will need to create a user profile to register for this event.

6.0 Hours CLE Credit, Includes 1 Hour of Ethics Credit

Program Description

2nd Annual Small Firm Essential Toolkit

The Business of Law: Maintaining & Growing Your Practice in the Post-COVID World

Co-Sponsored by CLA’s SOLO Section

Please join us for the first program in this timely 3-part series, the Small Firm Essential Toolkit. Seasoned attorneys and other professionals will speak on our changing business environment in the time of COVID, providing strategies and inexpensive tools for improving business visibility, marketing, expanding practice areas, efficient and effective remote technologies, and getting paid.

Topics for Part 1, Part 2 and Part 3 are as follows:

Tuesday, November 10, 2020 (Click Here to Register)

Panel 1 - Putting Your Business on the Map: Simple Steps to Improve Business Visibility
Panel 2 - Getting the Business: Marketing
When your license is on the line, don’t make the mistake of taking matters into your own hands.

Trust them to Erin Joyce.

- State Bar discipline
- Moral character determination proceedings
- Reinstatements before the State Bar Court
- Professional licensing
- Ethics Consultations

Erin Joyce Esq.
225 South Lake Ave. 3rd Floor Pasadena, CA 91101
(626) 314-9050 | erin@erinjoycelaw.com
www.erinjoycelaw.com

With 30 years of experience in civil litigation, including nearly 20 as a State Bar prosecutor, Erin has helped professionals throughout Southern California avoid arbitrary and inequitable sanctions, keep their licenses and reestablish their careers through the reinstatement process. She has tried dozens of State Bar trials and appeals, and possesses a unique and comprehensive understanding of how State Bar investigations and proceedings unfold to deliver to her clients the best possible outcomes.

J.D., SOUTHWESTERN SCHOOL OF LAW (FIRST IN CLASS). B.A., UCLA.
KELLI NORDEN & ASSOCIATES

5% DISCOUNT FOR ALL LACBA SMALL FIRM MEMBERS!

Have you tried our remote deposition service yet?

OFFER FOR DEPOSITION SERVICES ONLY

Request a FREE demo from our staff or owners anytime! We have solutions for exhibit handling & videography, too!
THE REMOTE ADVANTAGE

EVEN BEYOND THE NEED FOR SOCIAL DISTANCING, THERE ARE MANY ADVANTAGES TO REMOTE DEPOS:

1.) Court Reporter Availability
   We anticipate a flurry of rescheduled depositions as courts reopen in the coming weeks. With the court reporter shortage, avoid the risk of not finding a reporter!

2.) Eliminate unnecessary travel time & costs
   To reduce costs during the economic downturn, shifting depositions from in-person to remote can generate significant savings without compromising quality of service.

3.) Easier scheduling
   Since most witnesses are probably more available now than ever before (and possibly opposing counsel also), finding an agreeable time for all parties should be easier.

Contact our calendar team anytime to schedule!
KNA - andrey@kellinorden.com - (310) 820-7733
www.kellinorden.com
Simplified Relationship Banking for Attorneys

Our dedicated team of experts has numerous years of experience working with attorneys providing unique, complex and specialized banking solutions.

- Expertise working with court order requirements
- Accommodations for multiple or out-of-state signers
- Access to Multi-Million-Dollar FDIC Insurance on liquid funds, all through a single bank relationship*

Trust Accounts • Probate Accounts • Guardianships
Conservatorships • Special Needs Trusts • VA Federal
Fiduciary • Court Blocked Accounts • IOLTA
Attorney Client Trusts

Bank with us without leaving your office
Visit us at www.manufacturersbank.com

Elvia Soukup
VP, Sr. Relationship Manager
esoukup@manubank.com
cell: 213-447-7903

*Placement of customer funds through the ICS service is subject to terms, conditions and disclosures set forth in the agreements that a participating institution’s customer enters into with the institution, including the ICS Deposit Placement Agreement. Limits and customer eligibility criteria apply. Program withdrawals are limited to six per month when using the ICS savings option. ICS, Insured Cash Sweep, and CDARS are registered service marks of Promontory Interfinancial Network, LLC.
DOES THE PNC HAVE A VIABLE EMPLOYMENT CLAIM?

The Attorney’s Quick Guide To Determining Which Claims Are Worth Pursuing

Obagi Law Group, P.C.

811 Wilshire Boulevard, Suite 1721
Los Angeles, California 90017
424-284-2401 | www.obagilaw.com

We pay referral fees to attorneys per the R.P.C.

This guide is informational only and not to be construed as legal advice.
Does The PNC Have A Viable Employment Claim?

Nearly all of the PNC claims you will field will involve at least one of three primary elements. As you evaluate the viability of the claim, keep these three elements in mind.

<table>
<thead>
<tr>
<th>DISCRIMINATION AGAINST A PROTECTED CLASS</th>
<th>ILLEGAL ADVERSE ACTION / DISPARATE TREATMENT OR HARASSMENT</th>
<th>RETALIATION FOR TAKING PART IN PROTECTED ACTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (over 40)</td>
<td>Increase in co-workers' pay / cut in PNC's pay</td>
<td>Most common protected activities:</td>
</tr>
<tr>
<td>Ancestry / national origin</td>
<td>Promotion for co-worker / demotion for PNC</td>
<td>Filing a workers' compensation claim</td>
</tr>
<tr>
<td>Disability (mental and physical)</td>
<td>Loss in title</td>
<td>Alerting law enforcement or other government agencies about the employer's about illegal activity</td>
</tr>
<tr>
<td>Familial status</td>
<td>Refusal to hire</td>
<td>Safety-based actions, which includes filing a complaint with Cal / OSHA or other agency regarding working conditions</td>
</tr>
<tr>
<td>Gender expression</td>
<td>Termination / threat to job security</td>
<td>Requesting reasonable accommodations to work with a disability</td>
</tr>
<tr>
<td>Gender identity</td>
<td>Transfer to another department / location</td>
<td>Complaining about discrimination or harassment in the workplace</td>
</tr>
<tr>
<td>Genetic information</td>
<td>Unwanted sexual advance / touching</td>
<td>Refusing to participate in illegal activity</td>
</tr>
<tr>
<td>Marital status</td>
<td>Using sexually suggestive language or describing sex acts</td>
<td></td>
</tr>
<tr>
<td>Medical condition</td>
<td>Using racist language / displaying racist images</td>
<td></td>
</tr>
<tr>
<td>Military / veteran status</td>
<td>Telling offensive jokes about protected class(es) of people</td>
<td></td>
</tr>
<tr>
<td>Pregnancy status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Race / color</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Religion / creed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sex / gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sexual orientation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Other potential causes for employment claims

**Wage / hour claims**
- Was PNC misclassified as independent contractor?
- Was overtime rate of pay appropriately made to PNC?
- Did employer provide paid rest and meal periods as required?

**Disability discrimination (15+ employees)**
- Did employer fail to engage in the process to determine reasonable accommodations?
- Did employer discriminate / retaliate based on disability?

**Medical / family leave claims (50+ employees)**
- Did PNC make protected request for family medical leave?
- Did the employer properly evaluate and respond to request?
- Would employer have taken the action without PNC having ever made the request for leave?

**Workers’ compensation**
- PNC must be an employee, not an independent contractor
- PNC must have workplace injury or occupational illness due to work environment
- Did PNC give sufficient written notice re. medical condition?

**Privacy violations**
- Did employer intrude on PNC’s reasonable expectation to privacy,
- OR did employer retaliate / harass / discriminate after making the privacy violation?
## Basic Analysis

The steps below will assist you in determining the validity of the PNC’s employment claim.

### STEP 1

- Does the employer have **5 or more employees?**
  - *If no, FEHA may not apply.*
- Does the employer have **50 or more employees?**
  - *If no, FMLA and CFRA may not apply.*

### STEP 2

- Did the employee engage in protected conduct resulting in retaliation?
  - OR
- Did the employer engage in unlawful discrimination or harassment?

### STEP 3

- Did employee sustain adverse employment decision?

### STEP 4

- How long ago was violation?
  - Check appropriate statute of limitations for the claim.

### STEP 5

**The Retaliation Path**
- What protected conduct prompted the retaliation?
- Was the protected conduct or complaint in writing, otherwise memorialized or witnessed?
- How soon after the protected conduct did retaliation occur?
- Was the retaliation in writing?

**The Discrimination / Harassment Path**
- What evidence of discriminatory animus or harassment exists?
  - *(Think documents or friendly witnesses)*
- How much time elapsed between discriminatory or harassing conduct and the adverse employment conduct, if any?
- Were other employees similarly treated or terminated?
  - *(Layoff, reduction in force inquiry)*

### STEP 6

**Did the employee suffer money damages?**
- Loss of wages
- Loss of healthcare insurance, other benefits

**Did the employee suffer non-economic damages?**
- Does the employee need psychological treatment or therapy?
Does The PNC Have A Viable Employment Claim?

The Introduction

Here are the questions you should ask a PNC at intake.

1. How did PNC hear about your firm?
   When you ask this question, tell the PNC you love to send a thank you to your referral friends and partners.

2. PNC Identification information
   - Full name
   - Age
   - Phone number
   - Email address
   - Mailing / physical address

3. Information on employer in question
   - Is subject of complaint PNC’s current or former employer?
   - Name of company / and any employees pertinent to the complaint
   - PNC’s last / most recent job title with the employer
   - Number of employees employed by employer (to the best of the PNC’s knowledge)
   - How long had / has PNC been employed by this employer?

4. Nature of complaint
   - If no longer with the company, how did PNC leave company? e.g., fired, laid off, quit
   - Date of separation or other adverse employment action
   - Type of unlawful conduct PNC was subject to
     - Discrimination
     - Retaliation
     - Harassment
   - For each type of conduct, ask PNC to provide details of the conduct
     - For discrimination complaint, please provide basis for discrimination.

5. Details of / additional information in support of complaint
   - Ask PNC to provide as much detail as they can about how their employment ended or the type of adverse action(s) taken against them that they believe are unlawful or wrongful, and which led PNC to seek legal counsel
   - Are there any documents (text messages, emails, voicemails) evidencing the claims above? If so, what types and who has them?

6. Financial information / damages
   - Types of damages sustained
   - Last salary / rate of pay
   - Hours worked per week
   - Does PNC recall signing an Arbitration Agreement?
   - Did PNC sign a severance package or settlement agreement with the employer?
   - Has PNC ever filed for bankruptcy?

7. Is there any additional information the PNC would like your firm to know as to why they are contacting you?
   - If intake is done online / via questionnaire, end with thanking PNC and assure them a member of your firm will contact them promptly.
Tara Hattendorf is a strong advocate with a compassionate heart. Tara strives to make the litigation process understandable and seamless for our clients. She works throughout the life of a lawsuit to ensure that our clients' goals are at the forefront, and she works diligently to get our clients great results.

Tara supports senior counsel at Obagi Law in all aspects of civil litigation, including pleading preparation, law and motion practice, discovery, conducting and defending depositions, arguing at hearings, assisting and leading settlement discussions, and upholding our stellar reputation for constant contact with our clients.

Already, in her first year with the Obagi Law Group, exceptional examples of results she has achieved for clients include a $250,000 settlement for a retaliatory wrongful termination and quid pro quo sexual harassment, and a $385,000 settlement for a client in a textile industry breach of contract dispute.

Tara developed her passion for law and justice through her undergraduate journalism studies. Subsequently at the USC Gould School of Law, Tara gained invaluable experience at the California Office of the Attorney General in the Civil Rights Enforcement Section. She also clerked at Public Counsel in the Center for Veterans' Advancement. During her final year of law school, she served as a Senior Copy Editor of the Southern California Review of Law and Social Justice.

Tara graduated from Pacific Union College, summa cum laude, with a B.S. in History, Political Studies and Ethics, and a minor in Public Relations & Journalism. She earned a J.D. from the University of Southern California Gould School of Law, with a Certificate in Entertainment Law. Tara was admitted into the California Bar in December 2019. She is also admitted to practice in the Central and Northern Districts of California.
Panel 1

5:20 p.m. to 6:30 p.m.
**Putting Your Business on the Map: Simple Steps to Improve Business Visibility**
This seminar will review simple but often overlooked free or inexpensive steps to place your business “on the map,” increase its visibility, and generate more leads.

**Speakers**

- **Marty Rudoy**, Rudoy Law The Esquire Network
- **Shep Jacobson**, The Jacobson Law Firm, LLP
- **Kelly Chang Rickert**, Law and Mediation Offices of Kelly Chang, APLC

**Moderator**

Ann C. Schneider, Law Office of Ann C. Schneider
Ann focuses her practice on civil litigation and appeals and provides project and consultation services to solo and small firm practitioners who need workload assistance or a fresh perspective on meeting their litigation objectives.

A 1991 graduate of the UCLA School of Law, Ann has practiced before state and federal trial and appellate courts and administrative tribunals, with emphasis on the representation of health care and other professionals before state licensing boards; first party and third party insurance defense (life, health, disability, and errors and omissions); business litigation (contract disputes, wrongful termination, unfair competition and qui tam), personal injury, and family law. Her appellate advocacy has resulted in several published opinions.

Ann serves on the Executive Committee of the LACBA Small Firm and Sole Practitioner Section and is a member of the LACBA Access to Justice Committee. She formerly served as a Voluntary Settlement Conference Officer for the Los Angeles Superior Court from September 2009 until the program ceased in May 2013, and as a volunteer for the LACBA's Domestic Violence Project.

Ann is a rabid Dodger fan. Although grateful for Kirk Gibson’s game winner in 1988, after 32 years of frustration she is happy there are new World Series highlights.
Marketing for Lawyers

Put your law firm on the map by increasing your visibility.

By Marty Rudoy

TEN: THE ESQUIRE NETWORK

www.tenesquire.com

LAW IS A REFERRAL BUSINESS

• Before anyone hires you, they must know, like and trust you.
• These are Key Works:
  • Know, Like and Trust
  • Everything you do must reinforce those key words.
Who are your best referral sources?

- Friends
- Family
- Social Media
- Advertising, SEO, Your Website
  - Difficult to Drive Eyes to It
  - You must manage your online reputation
- Purchase Leads
  - Cold Leads
  - Warm Leads
- Networking Groups
- YOUR BEST REFERRAL SOURCES?
  - Other Lawyers
  - Former Clients
  - They know what you do and who you do it for.

NETWORKING

- Leveraging Who You Know to Get What You Want
- Referral Sources Must Know, Like, and Trust You
- Conceit of Networking is Give to Get
- You Never Know Who Your Next Referral is going to Coe From
- So always be networking
Typical Networking Meeting - Zoom or In Person

- Meet and Greet
  - Everyone is in the same boat
  - Talk about what you are thinking about
  - Avoid politics and religion
- Elevator Pitches
- Discussion or Speaker
- Needs, Deals, Wants, Testimonials
- Troikas

TEN: THE ESQUIRE NETWORK

- An active networking community of practicing attorneys
- No vendors
- More than 30 events per month 25 on zoom; 5 in person
  - Area meetings
  - Specialty Meetings
  - Activity based meetings
  - THE 405 talk show
- Dues based
- MCLE provider
- www.tenesquire.com
MARTY RUDOY

Marty received his B.B.A. from the University of Wisconsin-Milwaukee (finance) and his J.D. from the University of Wisconsin-Madison Law School.

A former stand up comedian and television writer, Marty has practiced in Madison, Wisconsin, New York City and, since 1999, Los Angeles.

Marty is the CEO of TEN: The Esquire Network, a vibrant community of hundreds of practicing lawyers who network for business generation. He is the host of THE 405, Ten’s talk show for lawyers.

Marty’s elevator pitch is: Anything Real Estate

Marty Rudoy
Rudoy Law
16000 Ventura Blvd. Ste 1000
Encino CA 91436
(818) 730-7314
marty@rudoylaw.com
Small Firm Practitioner’s ToolKit: Getting Your Business On the Map

- Kelly Chang Rickert
- Certified Family Law Specialist
- https://www.purposedrivenlawyers.com
- 438 S. Pasadena Avenue, Pasadena, CA 91105
- (626) 765-5767
- Family Law litigator for 20+ years
- Family Law mediator for 5+ years.
- Judge Pro Tem
- Family Law Daily Settlement Officer
- @lawyerkelly (Instagram, Twitter, LinkedIn, TikTok)

Who Are You?

- Website
- Bio
- Blogs
- Videos
- Legal Publications
What is Area of Specialty?

Listing Your Business
Google
Yelp
Avvo
200 Words to Divorcing Parents

I am a divorce attorney in California and I share this with all my clients.

These are Judge Michael Haas's 200 words to divorcing parents.

---

Minnesota Judge Has 200 Blunt Words For Divorcing Parents

Your children have come into this world because of the two of you. Perhaps you made loving choices as to whom you decided to be the other parent. If so, that is your problem and your fault. No matter what you think of the other party, or what your family thinks of the other party, these children are one half of each of you.

Remember that, because every time you tell your child what an "idiot" his father is, or what a fool his mother is, or how bad the absent parent is, or what terrible thing the other person has done, you are taking the child half of them too.

That is an unexplainable thing to do to a child.

That is not love.

That is poison.

If you do that to your children, you will destroy them as surely as if you had cut them to pieces, because that is what you're doing to their emotions.

I sincerely hope that you do not do that to your children.

Think more about your children and less about pettiness, and make sure a sufferer kind of love, not frosty or selfish, or your children will suffer.

Judge Michael Haas. 2001.
A lawyer’s time and advice are his stock in trade.

(Abraham Lincoln)

Always charge for consults

The End
KELLY CHANG RICKERT

Admitted to State Bar of California, 2000

State Bar of California, Board of Legal Specialization: Certified Family Law Specialist, 2008 – present.

AV Rated by Martindale-Hubbell


Recognized Legal Expert by several television, radio, and print media outlets

EDUCATION

• Bachelor of Arts, English Literature, UCLA, Honors, 1997
• Juris Doctor, University of San Diego School of Law, Honors, 2000

PRACTICE EMPHASIS

• Drafting and representation on prenuptial agreements.
• Family Law Trial Court Proceedings. Consultation and Representation in Marital Dissolution and Annulment cases involving issues of child custody and visitation; child support; spousal support; and property division.
• Alternative Dispute Resolution. Mediation of issues, coordinating parenting plans in contentious custody cases.

CURRENT SELECTED LEGAL COMMUNITY ACTIVITIES

• Los Angeles County Superior Court, Small Claims Court: Judge Pro Tem
• Los Angeles County Superior Court, Family Law Department: Mediator
• Los Angeles County Bar Association, Family Law Section
• Association of Certified Family Law Specialists, Board of Directors
• Association of Certified Family Law Specialists, Member
• Association of Family and Conciliation Courts – California Chapter
• Harriet Buhai Legal Aid, Volunteer Attorney

PUBLICATIONS

• Two Adventures With Mom and Dad (2020) “Amazon #1 New Release”
• Protecting Yourself From False Accusations (2020) “Amazon #1 Best Seller”
• Strategies in Family Law, Aspatore Books Publishing (2013)
• Before Divorce: Do’s and Don’ts, AVVO.com (2010)
• How Much Will My Divorce Cost?, Custody Match (2009)
• Strange Prenuptial Agreements, Divorce 360.com (2009)
• YouTube, Divorce, and Airing your Dirty Laundry, Divorce 360.com (2008)
• Filing for Joint Custody, Divorce 360.com (2008)
• Not your Grandchildren’s YouTube Lawyers, USA Lawyers (2008)
• Should I get a Pre-nup, and When?, Tie The Knot (2008)
• The Purpose-Driven Divorce, Modern Woman’s Divorce Guide (2007)
PUTTING YOUR BUSINESS ON THE MAP: SOCIAL MEDIA TIPS & TRICKS

INTRODUCTION TO SOCIAL MEDIA MARKETING TIPS

1. You Must Have Business Pages on All Social Media Platforms
2. All Business Pages Must Have CURRENT Address, Email and Website Info
3. NO Broken Links
4. Manage All Your Social Media Accounts in One Place
5. Automate Your Postings
6. Timely & Up To Date Postings
7. Direct All Postings Back to Your Own Website
8. Utilize Mobile Devices and Downtime
9. Utilize Experts, If Necessary...
MANAGE ALL YOUR SOCIAL MEDIA ACCOUNTS IN ONE PLACE

WWW.HOOTSUITE.COM

- Sign up with your Facebook/Twitter/Google account or create a completely new username and password.
- You will be prompted to add your social media accounts after the initial login.

IT USED TO BE FREE. NO LONGER FREE BUT WORTH EVERY CENT.

+ ADD SOCIAL NETWORKS TO Hootsuite

For $29, you can manage
- Manage up to 10 social media accounts in one place, all with one password.
PAID PLAN
“PROFESSIONAL” HOOTSUITE ACCOUNT

- 10 social profiles
- Unlimited scheduling
- 1 user
- Auto scheduling
- Publishing calendar
- Bulk scheduling
- Content apps
- $500 of Boost ad spend
- Reporting templates
- Message monitoring
- Social inbox
- Compliance security integrations
- Access to free apps

AUTOMATE YOUR POSTINGS
WHEN?
WHAT?

Shep@LFAttorneys.com YOUR WORKERS’ COMP & IMMIGRATION SOURCE
What To Post?

- Anything relevant to your clients and potential new clients.
- Anything that shows your expertise in the area of the law.
- Sample case outcomes.
  - Written Waiver From Client
- Be the first with legal news….
  - Google Alerts

Google Alerts

- Go to google.com/alerts
- In LAYMAN’s terms, enter a search or topic related to your area of law and what is relevant to your clients.
- Choose whether you want news, blogs, books, videos, or everything.
- Enter the email address where you want alerts sent.
- Click "Create Alert"
1. BLOGGING
2. NOTES
3. IDEAS
4. MORE…

Ask the Experts

- Teenagers
- Ghost Writers
PUTTING YOUR BUSINESS ON THE MAP: SOCIAL MEDIA TIPS & TRICKS

THE JACOBSON LAW FIRM LLP
www.JLFAttorneys.com
WORKERS' COMPENSATION | IMMIGRATION & NATIONALITY
Dedicated To Protecting California's Injured Workers & Immigrants From All Over The World

· SHEPARD A. JACOBSON, ESQ.
  · Certified Specialist in Workers' Compensation Law
  · By the State Bar of CA Board of Legal Specialization
  · Shep@JLFAttorneys.com
  · (310) 277-2266
For over 26 years, Shepard A. Jacobson has been exclusively practicing workers’ compensation law. Mr. Jacobson is a Certified Specialist in Workers’ Compensation Law, and his firm is dedicated to representing injured workers throughout California. Mr. Jacobson was admitted to the State Bar of California after earning his law degree from Loyola Law School in Los Angeles in 1993, and graduating from Cornell University. Mr. Jacobson is also an Adjunct Professor of Law and has taught at community colleges throughout Southern California and Workers’ Compensation Law and Procedure at UCLA Extension. Mr. Jacobson provides personal representation, informs each client of his or her rights during the medical-legal process, and develops a litigation strategy from case inception to obtain the best possible results through settlement or trial.
6:40 p.m. to 7:40 p.m.

**Getting the Business: Marketing**
Join our accomplished panel as they offer advice on how to launch an inexpensive yet effective marketing campaign that can help you build a steady stream of business in varying economic conditions.

**Speakers**

*Larry Kohn*, Kohn Communications

*Valarie Dean*, TechnoTaries, Inc.

*Joshua M. Bonnici*, Bonnici Law Group, APC

**Moderator**

*Ann C. Shneider*, Law Office of Ann C. Schneider
5 Steps of the Selling Process

Speaker:
Larry Kohn, President, Kohn Communications
310 717 0998
Larry@KohnCommunications.com
www.kohncommunications.com

Key concepts

• Don’t rely on willpower. Rely on excitement
• Your goal is to *increase your inventory* of effective and achievable *ideas*
Obstacles / Solutions

- Fear of humiliation/ Be a Person of Value
- Fear of futility/ Focus on Quality Targets

5 steps of the Selling Process

1. Meet
2. Build trust
3. Clarify needs
4. Get approved
5. Close

Note: Your job is to guide your prospects through the entire process
1. Meet

• Your goal is to create a community of allies
• 3 strategies
  – Interactions
  – Introductions
  – Invitations

2. Build trust

• Prove you are superior - Be valuable, communicate all your benefits, capture your observations
• Prove you can deliver - Credentials, Beliefs, Processes
• Maintain on-going communication with a focus on the Outer Circle
  – Always negotiate the next conversation
  – Do a broadcast “Drip”
3. Clarify needs

- There are two types of needs
  - Known needs
  - Unknown needs

4. Get approved

- Everyone who hires you makes a decision that you qualify
  - Formal or informal
  - Conscious or unconscious
- Ask: “What is the procedure?”
5. Close

Referral sources
• Gain Access to their communities

Clients
• The goal is to make it easy to hire you
• Consider a small starting project
• Identify barriers
• Negotiate the next conversation

Breaking old habits is difficult

• You may not be aware of them
• Be on the lookout for:
  • Waiting
  • Claiming you’re too busy to make time to market
  • Fearing you can’t handle more work
  • Blaming your personality
  • Blaming others for their lack of support
  • Relying exclusively on “doing good work”
  • Relying exclusively on growing existing clients
Create new habits

• Capture your observations
  – Sticky note: “Is there a better way?”

• Review your targets daily
  – Harness the power of the Incubation Effect

Check out the BizDevCoach® app

• Free comprehensive tutorial
• Systems to motivate you
• Don’t judge it without trying it

Now is the time to:
1. Break your bad habits
2. Create a sensible, effective plan
3. Build new, profitable habits

Please call me to arrange a free 30-minute phone call
310 717 0998
larry@kohncomunications.com
www.kohncomunications.com
About Lawrence M. Kohn

Lawrence M. Kohn is president of Kohn Communications. The firm specializes in assisting lawyers and other professionals in acquiring new clients. The firm has assisted professionals in over 1,000 firms – ranging from multi-nationals to solos. He began his consulting practice in 1983. He was a pioneer in the training technique now known as Executive Coaching. The technique has proven to be remarkably effective in helping his clients integrate new skills into their daily routines. He has personally conducted over 33,000 individual coaching sessions.

Mr. Kohn is the developer of the unique web app, BizDevCoach.com – using a combination of tutorial and technology to help professionals plan and implement an effective biz dev strategy. He is the co-author of Selling in Your Comfort Zone (Safe and Effective Strategies for Developing New Clients), published in 2009 by the American Bar Association and Selling with Honor (Strategies for Selling Without Selling Your Soul), originally published in 1997 by Berkley press, a division of Penguin/Putnam. He has authored and co-authored over 60 articles about marketing and management. Dozens of the articles and free podcasts are available at www.kohncommunications.com.

As an educator, he earned the title of Master Instructor at UCLA Extension, at that time, a title given to only 10 out of over 2500 instructors. In addition to teaching classes in marketing and public speaking, Mr. Kohn taught the course, "Making the Classroom Come Alive" – a required course for UCLA Extension instructors.

Mr. Kohn’s business experience covers a broad range of industries. He began his business career in asset-based lending with Mercantile Financial Corp. In 1972 he founded the small business loan department for Foothill Capital. He then formed his own company, Business Loans, Inc. He created and hosted the radio program, “It’s Your Business.” He was the chairman of the board of 3-Day Blinds, the largest independently owned manufacturer and retailer of window blinds in the country at that time. He has had a broad range of clients including JPL, NASA, United Way, Walt Disney Imagineering, Farmer's Insurance, Lowe Enterprises, UCLA Extension, Los Angeles County Bar Association, Baker & McKenzie, Hogan Lovells, Norton Rose Fulbright and DLA Piper.

Mr. Kohn is active in the community. He is the past chairman of the Board of Governors of Century City Hospital. As a member of the Board of Governors of the City of Hope, he co-founded their Planned Giving Speakers Bureau. He is the founder and current chairman of Team Beverly Hills, the city’s leadership program. He has been appointed to the Order of the City of Beverly Hills, the highest honor given by the city council. He received the Apple Award from Los Angeles mayor Tom Bradley for educating parents about private funding methods for public schools. He is a past board member of the Maple Counseling Center of Beverly Hills, past president of the Westwood Elementary Charter School PTA and co-founder of the Westwood Elementary Charter School Booster Club. Currently is charitable activity focuses on providing free coaching for non-profit board members to help them develop their recruiting and fund raising skills.

BE YOUR OWN BILLBOARD

By: Valarie Dean, Founder/CEO
TechnoTaries, Inc.
www.TechnoTaries.com
vdean@TechnoTaries.com
310-736-1237
BEFORE COVID-19, MARKETING WAS ...

- SIMPLE
- REGULARLY DONE
- FUN

MCLE EVENTS
HOLIDAY PARTIES
SYMPOSIAIMS
HONOREE RECEPTIONS
CONFERENCES
INSTALLATION GALAS
MUSIC FESTIVALS
Pre-COVID, there was no shortage of in-person events and meetings where professionals could market their services.
IN MARCH, DUE TO COVID-19, IN-PERSON MARKETING AT EVENTS, ALONG WITH TRAFFIC, CAME TO A FULL AND COMPLETE STOP!

WHAT NOW?
OUT OF SIGHT, OUT OF MIND, ...

OUT OF BUSINESS!

- **Marketing Is An Ongoing Process; It Never Stops**

- **If You Stop Marketing Due To Covid-19, You’ve Just Discarded All Of The Time, Energy and Investment That You Previously Put Into Building Your Brand**
How To Be Noticed In A Sea Of Masks?

Stand out!

With a little effort and creativity, effective in-person marketing during COVID-19 can be done each time you're in a public place!
BE RECOGNIZED WITHOUT BEING RECOGNIZABLE

- WEAR YOUR BRAND WHEN IN PUBLIC
- BE A WALKING BILLBOARD
GO AHEAD - DO IT!
P.D.M.s ARE APPROPRIATE
(Public Displays of Marketing)

BE A SHOW OFF!
WEAR YOUR BRAND DAILY

✓ ON YOUR FACE
✓ ON YOUR SHIRT, PANTS
✓ ON YOUR HEAD
✓ ON YOUR FEET
SIZE MATTERS!
~ DON’T BE FOOLED BY THE TINY LOW AS PRINT ~

To Get the “as low as” bargain price:
Required Minimum: 72 t-shirts
x $4.73/ea. = $389.56++

vs. Custom D.I.Y. Swag
At a Fraction of the Cost!
NO BUDGET? NO PROBLEM!
YOU DON’T NEED $$$ TO EFFECTIVELY MARKET DURING COVID

INEXPENSIVE COVID MARKETING IS AS EASY AS A – B – C

Less Than $25 = Multiple Types of Wearable Swag
CREATIVITY AND A LITTLE TIME IS ALL YOU NEED TO INEXPENSIVELY MARKET YOUR BRAND

= MARKETING YOUR BRAND EVERY DAY
NO IRON? NO PROBLEM!
ALTERNATIVE D.I.Y. DISPOSABLE MASKS CUSTOMIZATION IS FAST AND SIMPLE

STAND OUT

- Print, Peel And Stick - Customize Your Disposable Masks With Your Logo For Covid Marketing
- Wearing Your Brand Whenever You’re In Public Has Never Been Easier
- A Removable Label Is Better Than No Brand Label At All
BE YOUR OWN MARKETING BILLBOARD
IF YOU DON’T, WHO WILL?

➢ LET YOUR SWAG SPEAK LOUDER THAN YOUR VOICE FOR IN-PERSON COVID-19 MARKETING
➢ MAKING SWAG CAN BE A FUN FAMILY ACTIVITY
➢ NOW’S THE TIME TO EMBELLISH
➢ STAND OUT - BE CREATIVE! YOU’RE ONLY LIMITED BY YOUR IMAGINATION
MARKETING DOES NOT NEED TO BE EXPENSIVE

SHOW OFF YOUR BRAND EVERY TIME YOU LEAVE YOUR HOUSE

CREATE CUSTOMIZED SWAG WITH TRANSFER PAPER OR PEEL-N-STICK LABELS

STAND OUT! EMBELLISH YOUR SWAG

TURN SWAG-MAKING INTO A FUN FAMILY CRAFT TIME PROJECT

DO NOT LET COVID STOP YOU FROM MARKETING YOUR BRAND – EVERY DAY!
THANK YOU SO MUCH FOR YOUR TIME!

Questions? Comments? Referrals?
Contact Me 24/7!

Valarie Dean, Founder/CEO
Email: vdean@TechnoTaries.com
310-736-1237 • www.TechnoTaries.com
Valarie Dean is the Founder of TechnoTaries, Inc., a 24/7 virtual paralegal service solely for Southern California attorneys.

Prior to forming TechnoTaries, Valarie’s legal career expands more than 30 years working with esteemed law firms. Valarie has extensive experience assisting prestigious attorneys who specialize in various areas of law, and she is extremely knowledgeable of current rules and procedures of Southern California Courts, particularly during COVID-19.

Valarie’s philanthropy efforts are recognized outside of and throughout the SoCal legal community. She is an active member of several Bar Associations, where she serves on Boards and Chairs Committees, including the San Fernando Valley Bar Association, where Valarie served as Co-Chair of the Inclusion & Diversity Committee from 2015 -2019, during which time the SFVBA was awarded the 2016 Diversity Award by the State Bar of California. In 2017, Valarie became Co-Chair of the MultiCultural Bar Alliance of Southern California, a coalition of more than 25 diverse women and minority bar associations. Valarie is a Board Member and 3-year Gala Chair for the John M. Langston Bar Association, a member of the Los Angeles County Bar Association, and also serves on the California Lawyers Association DOC Judicial Diversity Summit Subcommittee.

In 2018, Valarie was selected to serve on the Law Advisory Committee for Mission College, a Committee formed to assist in the implementation of the College's law programs, which includes the Paralegal Studies and Pathway to Law School Programs.

In 2017, Valarie received the Spirit Award from the Westside Bar Association for her consistent work in the legal community, her willingness to give-back and her unquestionable help to others. In 2016, Valarie was recognized by the San Fernando Valley Bar Association, who presented Valarie with an Appreciation Award for her outstanding contributions and commitment to the SFVBA.

Valarie served as an Ambassador for the Greater San Fernando Valley Chamber of Commerce, and was an Area 3 Representative for the Encino Neighborhood Counsel. In 2015, Valarie was selected by Councilman Paul Koretz to serve as a member of the Los Angeles Fire Department Valley Public Safety Advisory Committee. She was also a member of the Advisory Board for the San Fernando Valley Rescue Mission, and Valarie’s continued charity efforts with The People Concern (fka Ocean Park Community Center) are unparalleled.

Valarie is a single mom to her lovely daughter, Jessi, a graduate of Syracuse University School of Architecture. Valarie enjoys staying busy, cooking, doing home projects, Peloton training, and dinner parties with friends (which will return post-COVID-19!).
What Does Niching a Practice Mean?

- Branding a law firm beyond a general practice area.
- Focusing on a specific “sliver” of the practice area.
- The ability to differentiate yourself from competition by focusing on a particular type of client/set of facts.
Why Niche Your Practice?

Create the idea that since you are the attorney for that niche, you are the go-to resource and specialist in that area.

Consider:

- A legal "generalist" knows an inch deep about a mile wide of topics.
- A legal "specialist" knows a mile deep about an inch wide of a topic.
- Pinpointed marketing can be cheaper – fishing in a smaller pond... for bigger and better fish!

Hold yourself out as the local expert in your niche area, because that's what you live and breathe. Perception is important.

A jack of all trades is a master of none.

How To Find The Right Niche For You

Review your most recent 25-30 resolved cases

- Which were your “favorite”?
- Best profit margin?
- Identify an ideal client to work with?

Consider, what do you want to be known for?

- A hobby or interest you naturally enjoy or are involved with?
- An area within your practice that is personal to you or you are able to immerse yourself in with your community?

What do you already know?

What are you passionate about?
**Brand as The Best Resource For Your Niche**

**Build Your Brand To Be Synonymous With Your Niche**
- Become the “fill-in-the-blank” attorney within your network
- Get involved in your community within your niche
- Utilize social media – niche specific accounts
- Show why you’re special when it comes to your niche practice area
- Plug into affiliated groups. Identify, join and find ways to get involved in related associations, from serving on committees to providing thought leadership. Oftentimes you find yourself as the only lawyer, or one of just a few lawyers, in the group.

[https://bonnicilawgroup.com/bike-lawyer/](https://bonnicilawgroup.com/bike-lawyer/)

“At Bonnici Law Group, we get it – because we ride too.”
- Started Practice in 2012
- Vast majority of experience in motor vehicle accidents
- Always had a passion for cycling
- Past resolved bicycle injury cases higher in damages, fun clients to work with (talk bike)
- Immersed myself in the culture and branded myself as "the bike lawyer"
- Brought in over $100,000 in fees since 2018 sponsor involvement.
People don't know “anyone” or “someone.” They know unique people who have unique issues.

Specificity will make you top-of-mind for referral sources.

Your general area umbrella will always provide extraneous leads outside your niche but inside your overall focus.

With the incoming referrals you receive from focusing your practice, you can educate your clients on all areas you can help with.
Thank you!

Appreciate your time and attendance today.

Questions? Referrals!

josh@bonnicilawgroup.com
(619) 259-5199 x.101

www.bonnicilawgroup.com
Josh Bonnici has always had one passion in life: to help people through life’s struggles. Whether it was travelling with his home church to Mexican orphanages, aiding classmates as a teacher’s assistant, or volunteering at a local high school for homeless teenagers, he pursues to aid those in need.

Josh attended the University of California, San Diego, where he majored in Political Science and took advanced law courses prior to law school. From there, he attended Thomas Jefferson School of Law and worked for a boutique Plaintiff's personal injury firm during and after his schooling. While at TJSL, he worked as a professor’s assistant, coached an award-winning alternative dispute team and took part in a volunteer teaching program, teaching homeless high school students at the Toussaint Academy in San Diego.

In late 2012, Josh decided to open his own practice where he could focus on helping people with some of their most life-altering situations. Since opening Bonnici Law Group as a solo practitioner, he has continued to grow the practice reaching a team of five representing injured and disabled San Diegans. Josh has served on the board of directors for the Thomas Jefferson School of Law Alumni Association, for the non-profit San Diego Mountain Biking Association, as well as serving on the Executive Committee for the Solo/Small Firm Section of the California Lawyer’s Association – where he serves as the secretary and the Editor-in-Chief for the sections publication, The Practitioner.

In his spare time, Josh enjoys spending time racing bicycles all over the country, hiking, bartending, watching and playing baseball, weight-lifting, and trying the newest local restaurant with his wife of 17-years, Julia.