



Law Firm StartUp 101

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Keynotes

Barry Seidel - A Lifetime as a Law Firm Owner

Victoria Collier - Starting a Firm With the End in Mind

Starting a Law Firm: Planning and Preliminary Steps

Carolyn Elefant - Ethics Issues of Starting a Law Firm (April 2023)

Carolyn Elefant (1:43) - Detailed Dive Into Startup Law Firm Costs & Comparison of Options

Carolyn Elefant - Mastering the Niche Practice -

Carolyn Business Model Planning -

Carolyn Elefant - Basis Steps of Starting (from formation to malpractice insurance and everything in between)

Demo of Nota Trust

Considerations for Naming Your Law Firm (panel discussion)

Carolyn Elefant - Ins and Outs of Outsourcing for Solo & Small Law Firms

Alternative Billing Models:

Regina Edwards - Flat Fee Billing Model.

Kim Bennett - Subscription Service Model

Marketing Overview

Annette Chat - Overview of Digital Marketing Options in Today's World

Bonus AI Materials

Elefant - Legal Compliance & AI Issues (May 2023) w/Slide deck

Tom Martin - The Basics of Chat GPT for Lawyers w/Slide deck