CRIMINAL PRACTICE IN THE DISTRICT OF COLUMBIA

BOOTS ON THE GROUND
The business of criminal Law in DC
Part 2 of 2
WHERE DO I START If I WANT TO PRACTICE CRIMINAL LAW IN DC?
INFORMATION

• Join the DC Superior Court Trial Lawyers Association $40.00 bucks – A must
• Get on the Listserv – Run by Ed Joseph (  
• ABA solo practice list serve $200 plus (if you have it)
• Join the National association criminal defense lawyers (NACDL) (if you have it $500 plus)
• If you also doing Maryland and VA – get on their list serves
• Join http://lawyerist.com/
Get a criminal Lawyer Mentor

• Contact Betty Ballester by email and request a mentor: Telephone:202 244-9400 or email slam13@aol.com.

• Betty Ballester is a criminal practitioner and President of SCTLA.

• She does not get paid but has been the liaison between Criminal lawyers and Courts for years.
After Mentor

- Sit second chair on a trial – preferably jury trial. Almost all panel members have no problem with it.
- Your mentor can recommend a second chair.
- Experience
- Apply to Criminal Panel by contacting Judge Morin chambers
Nuts and Bolts of what you need

- **Computer** (laptop) $400-1000.0
- **A good Phone** (google voice) $200.00
- **a business checking and an IOLTA trust**
- **Software** - To manage contacts, your calendar, and e-mail, you can use – Gmail (free) Google software for word – free; Word -$100.00 bucks; Backup software: Google Drive- $free
- **Copying, scanning, printing, and faxing**; Faxzero (free); For a scanner, you cannot do better than the [Fujitsu ScanSnap s1500](https://www.fujitsu.com/usa/consumer/products/scanners/scanSnap-s1500.html), available for Windows and Mac (it works with Linux, as well, but other scanners may work better). For **$429 (Windows) or $425 (Mac)**, you get a small, fast, duplexing document scanner **and Adobe Acrobat Standard**, which would run you $299 by itself.
- **Any laser printer** will do, but I like the Lexmark E120n, which is a **bargain at $149.99**.
- **Start up around...............$2500.00** for equipment and monthly expenses.
PRACTICE AND CASE MANAGEMENT FOR CRIMINAL LAWYERS

CLOUD BASED/PHYSICAL

- CLIO
- ABACUSLAW
- AMICUS
- MY CASE
- ROCKETMATTERS
Marketing Your Practice

- Paid Per Click (PPC) vs Search Engine optimization (SEO)
- PPC requires money. - the words DUI, Criminal lawyer – Average according to Google is about $13.00 per click
- **SEO Takes Time** – Blogging, writing, videos. Make Google love you.
Social Network/SEO

- Website (maybe you can’t afford) - options: wix, etc
- Join em ALL!!
- Twitter, facebook, blogger.com, google plus, youtube,
- Even AVVO
- Yelp
- Yahoo local
- YEXT
Love Google
(FREE)

- Submit or die!
- https://www.google.com/business/placesforbusiness/
- Google Plus – link your accounts: youtube.com, google plus –
Reviews

- **Avvo** - This free online question-and-answer forum is also a review website that helps people across the country find the best doctors and lawyers.

- **Yelp** - One of the largest online review websites that helps people across the country find the best area doctors and lawyers.

- **Google+** - One of the newest review websites, Google+ allows users to write about their experiences with area businesses and professionals they need.

- **Lawyers.com** - This free service, provided by LexisNexis Martindale-Hubbell, allows users to search for and read reviews of over one million attorneys and law firms across the United States.

- **Martindale.com** - Also powered by LexisNexis Martindale-Hubbell, this website provides a community to both attorneys and those who need legal help, including lawyer reviews and law firm ratings.
Blogging/and or Video

- Create a youtube channel, Vimeo, Daily motion etc.
- Create a video (on a subject you know)
- Transcribe the video
- Embed the video onto your website
- Embed videos on pages with text
- Repeat over and over
The business side

• You have to want to start a law practice; and
• You have to be fully committed to starting a practice (and to your clients).
• In other words, too many are starting a practice just until “something better” comes along, or because they just don’t know what else to do. This is a recipe for failure.