



PRACTICE MANAGEMENT ADVISORY SERVICE

January 2026

From the Desks of Your D.C. Bar Practice Management Advisors



Start the Year Strong: Simple Marketing Steps for January

By Kaitlin McGee

January is one of the best months to restart your marketing. After the holidays, people are back at their desks, checking email, updating their calendars, and planning for the year ahead. It's a window where outreach lands better — and a small effort now can create momentum that carries you into spring.

Here are a few practical, low-lift marketing steps you can take this month to get your firm in front of the right people:

1. Refresh your contact list.

Your network is one of your most valuable business assets. Take 20 minutes this month to update your contact spreadsheet or CRM:

- current and former clients
- colleagues and referral partners
- friends, neighbors, other professionals
- anyone who has ever said, "Let me know if I can send someone your way."

A clean list makes everything else easier.

2. Send a New Year update — simple is fine.

If you launched your firm recently (or made any major changes), January is the perfect time to send:

- a printed firm announcement
- a short New Year email update
- a LinkedIn post sharing what you're focusing on this year

People are more receptive to updates right now, and printed mail stands out in a world where inboxes are already full.

3. Reconnect with four people, one call a week.

Pick six people from your list and call or meet up with one a week in January. You don't need a script. Just check in:

- How are they doing?
- What are they focused on this year?
- Is there anything you can send their way?

Consistent outreach builds relationships — and relationships build firms.

4. Ask for reviews from happy clients.

If you closed cases in late 2025, now is a great moment to ask satisfied clients to write a brief Google review. It's simple social proof that supports your referrals and improves your online visibility.

5. Share something useful.

Write one short piece of content:

- a LinkedIn post
- a blog entry

- a helpful checklist
- a quick educational video

Use it to answer a question potential clients always ask. You only need one piece, and you can repurpose it everywhere.

6. Commit to a weekly marketing rhythm.

Marketing works when you work it. Start with one weekly habit:

- one outreach
- one follow-up
- one post
- one referral lunch
- one newsletter paragraph

Pick the habit you're most likely to keep, not the one that sounds most ambitious.

Why this matters

January is a natural reset. You don't need a huge plan to start the year strong; you just need a rhythm you can maintain. Small, consistent actions build visibility, confidence, and momentum. And if you keep that rhythm going, your marketing won't feel like something you have to "restart" every year.

If you want help creating a simple marketing plan or choosing the right tools, PMAS offers free, confidential consultations. Just reach out to pmas@dcb.org.

For more marketing tips, check out our [Jump Start Marketing Guide](#).

Basic Training & Beyond

If you're starting a firm, [Basic Training & Beyond](#) is a great jumping-off point. Day One will teach you the essentials to get your firm off the ground, and Day Two will help you grow and manage your firm.

Here is how to start, grow and manage a law firm in a large, urban market.

Our monthly [Basic Training & Beyond](#) is set for **January 5 & 15, 2026**, from **9:15 a.m. to 4:30 p.m.** We will meet in person in the Williamson Conference

Room on the third floor of Bar Headquarters. The program is presented monthly for members and law firm staff.

This program has been presented more than four hundred times for more than 5,000 lawyers over the last seventeen years, and many have launched and are now operating small firms. We stay connected with many small firms, and what we learn informs the content for this program.

Managing Money

Managing Money

Our next in-person session of Managing Money is set for **March 30, 2026**, from **9:00 a.m. to 12:30 p.m.**

We also present Managing Money on request for a law firm or organization.



[**Register for an upcoming session or schedule a session for your firm here.**](#)

Successful Small Firm Course

Are you interested in a business incubator approach to growing your law firm?

Consider working with us on an individual basis. We now offer the **Successful Small Firm Practice Course** in a series of one-on-one sessions on Zoom.

The Course serves as an incubator for solo attorneys and small firms and helps them work through their business and marketing plans with support, feedback, and guidance. Lawyers focus on the type of firm they want to create and work through the Course at their own pace with built-in accountability for achieving their business goals. If you are interested in this approach to creating and growing a law firm, contact PMAS@dcbar.org.

LPM Community Meet Up

The Law Practice Management Community invites you to a coffee meetup!

Date: January 22, 2026, at 8:30 AM.

Venue: Kramers Bookshop, 1517 Connecticut Ave NW, Washington, DC 20036

After the Holidays, we're bringing back our popular coffee networking series to help lawyers build connections, friendships, and community. All are welcome.

This is a BYOC (Buy Your Own Coffee) event. Our January coffee theme - New ideas and inspirations for your practice.

Resources

Missed any of these recent sessions? You can [access the recordings and materials anytime.](#)

Here's a glimpse of some recent sessions:

- [Artificial Intelligence \(AI\) Literacy for Solos & Small Firm Counsel](#)
- [What's It Like to be a Criminal Defense-Court-Appointed Lawyer in D.C.?](#)
- [AI for Small Firms](#)
- [AI in Action - ChatGPT & Descript for Law Firm Marketing](#)

If you are interested in a practice management assessment, [click here.](#)

– Kaitlin & Dan

In other news . . .

[D.C. Lawyer Assistance Program \(LAP\) Resources for Times of Change.](#)

For more information on the D.C. Bar Practice Management Advisory Service (PMAS), [click here.](#)

CLE, Communities Events & Pro Bono:

Continuing Legal Education programs are [here](#).

Communities Events are [here](#).

Pro Bono Center training programs are scheduled [here](#).

Our Practice Management Advisors are:

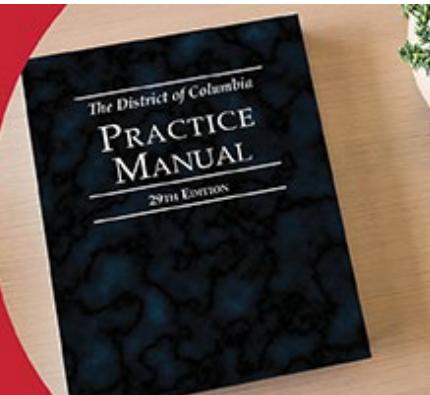
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Practice Management Advisors have a free and confidential relationship with D.C. Bar members pursuant to Rule 1.6(j) of the D.C. Rules of Professional Conduct.

District of Columbia Practice Manual

Every D.C. Lawyer's Must-Have Resource



This two-volume title, typically priced at \$495, is being offered to subscribers of this newsletter at a discounted rate of \$450. To obtain the discount code, please reach out to communitiesregistration@dcb.org.



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