



PRACTICE MANAGEMENT ADVISORY SERVICE

November 2025

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



If You Still Have the Gray Banner, It's Time for an Update

(Insights inspired by [Annette Choti's Lunch & Learn](#))

By Kaitlin McGee

Whether you're starting a law firm or just thinking about it, step one is simple: look at your LinkedIn profile. Most likely, it's not where it should be.

Here's why that matters. When someone Googles your name, your LinkedIn profile is probably the first result. Even if you've built a law firm website, most people will still start with LinkedIn. Your profile should reflect who you are now, not who you were when you created it.

Start here:

1. Fix the gray banner.

If you still have the default gray banner, change it today. Canva has free LinkedIn banner templates sized perfectly. Add your firm colors, logo, or tagline. Think of it as your digital storefront.

2. Update your headshot.

You don't necessarily need to hire a photographer—just a clear, friendly, color photo. Avoid black-and-white images; they tend to fade in small view.

3. Write a stronger headline.

Don't just say "Attorney" or "Managing Partner." Use your 220 (or 250 on mobile) characters to explain who you help and how. Example: Estate Planning Attorney helping D.C. families protect what matters most.

4. Customize your URL.

Go to "Edit public profile and URL" and remove the random numbers. A clean [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname) looks more professional and helps people find you.

5. Start a simple LinkedIn newsletter.

Even one short article a month can showcase your expertise and appear in subscribers' inboxes automatically. If you're writing about legal topics on your firm's blog, repurpose that content here.

6. Refresh quarterly.

Your LinkedIn profile is a dynamic part of your professional presence. Set a quarterly reminder to update it with new accomplishments, articles, or speaking events.

7. More is more.

Consistency is key on LinkedIn. While posting once a week is better than

nothing, posting more often will enhance your presence. Don't feel the need to reinvent the wheel for each post – repurposing a prior article, FAQ, or even a link to a relevant article online is enough to maintain a presence and provide value.

Whether you're launching your firm or still in planning mode, your LinkedIn profile should evolve with you. Don't let an outdated banner or barebones summary be your first impression.

If you want to test how your LinkedIn ranks, Google yourself. If your profile doesn't show up first—or if it does, but you're not proud of what you see—it's time to get to work.

If you haven't already, watch Annette Choti's [full LinkedIn program online](#) and explore more marketing and tech sessions in our [PMAS Video Resource Library](#).

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 **November 5 & 18, 2025**, 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 **December 8, 2025**, 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.](#)

Lunch and Learn

PMAS is collaborating with the [Law Practice Management Community](#) to bring you the following [Lunch and Learn](#) programs:

- November 19, 2025 – Still Standing: The Strength to Stay Grounded and Keep Going During Uncertain Times

LPM, PMAS Productions

All programs begin at Noon on Zoom. Register for any or all [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.

Resources

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

Here's a glimpse of some recent sessions:

- **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 . . .

[Legal Ethics Opinion 391](#), Lawyers and Law Firms That Contemplate Agreeing with Governments to Conditions That May Limit or Shape Their Law Practices

For more tips on transitioning out of public service, read our [latest article in Duly Noted](#).

For the recent results of the groundbreaking study on attorney mental health and well-being, [click here](#).

Read the [LAP Spring Newsletter](#).

For more information on PMAS programs, [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](#).

As we return to D.C. Bar headquarters for meetings and events, everyone entering the building will need to comply with the [COVID Guidelines](#).

Our Practice Management Advisors are:

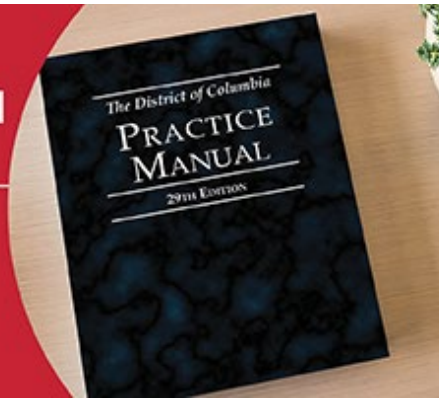
Kaitlin E. McGee / kmcgee@dcbar.org / [202-780-2764](tel:202-780-2764)

Daniel M. Mills / dmills@dcbar.org / [202-780-2762](tel:202-780-2762)

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@dcbar.org.



[Practice 360°](#) | [Courses and Trainings](#) | [Mentoring Resource](#)