



# PRACTICE MANAGEMENT ADVISORY SERVICE

March 2026

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



## Should You Be Sending a Newsletter?

By Kaitlin McGee

When Dan and I talk to lawyers about marketing, newsletters are one of the tools we consistently recommend. Most lawyers have a sense that a newsletter could work, but they aren't sure how to start, what to write about, or whether anyone would actually read it.

Newsletters are one of the most cost-effective marketing tools available to solo and small firm lawyers. They don't require ad budgets or complicated systems. They do, however, require consistency.

At its core, a newsletter is simply regular communication to your network. It reminds people:

- This is what I do.

- These are the problems I solve.
- This is how I think about them.

Repetition matters. Even if someone does not open every issue, your name and practice area continue to show up. When a legal issue arises, either for them or someone they know, you are already top of mind.

### **Start with the list**

If you do not have a contact list, that is step one. Your list can include:

- Current and former clients
- Referral sources
- Other lawyers
- Professionals in related industries
- Community contacts

Over time, your list should grow. It is an asset of your firm and should be maintained and protected.

### **Choose a rhythm you can sustain**

The most common mistake is inconsistency. Lawyers start strong and then stop when client work becomes busy. It is better to send a short, clear newsletter quarterly than to send a lengthy one sporadically. Put it on your calendar and treat it like any other deadline.

### **Keep the content simple**

A newsletter is not a brief. It is not a law review article. And it is not an advertisement about how accomplished you are.

### **Effective newsletters typically focus on:**

- Common client misconceptions
- Frequently asked questions
- Recent developments explained in plain English
- Issues your ideal client is likely facing

The goal is education and perhaps entertainment, not individualized legal advice. If staring at a blank screen is the obstacle, start with one question you

were asked this month and build from there. That alone could be enough for a strong issue.

### **Consider your format**

You can publish:

- An email newsletter
- A LinkedIn newsletter
- A hard copy newsletter
- Or some combination of the three

LinkedIn newsletters have the advantage of built-in distribution (if you want an example, [here's mine](#)). Hard copy newsletters stand out because so few lawyers send them. Email allows you to maintain control over your own list. There is no single correct approach. The key is consistency.

### **A long-term tool**

Newsletters are not an overnight marketing strategy. They are cumulative. Over time, they reinforce your role as the lawyer who handles a particular kind of problem.

In my own experience, newsletters led to new matters, repeat work, and referrals. Often the feedback was simple: "I've been meaning to call you and saw your newsletter." If you are considering starting a newsletter, begin with a manageable format and a realistic schedule. Once the system is in place, you can refine it.

PMAS offers free, confidential consultations, and we are happy to talk about newsletter ideas or strategies with you. To schedule a consultation, contact [pmas@dcbar.org](mailto:pmas@dcbar.org). To watch our recent Lunch and Learn program on newsletters, visit our [website](#).

## **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 **March 3 & 16, 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 on Managing Money is **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.](#)



## Lunch and Learn

**PMAS is collaborating with the Law Practice Management Community to bring you the following Lunch and Learn program:**

- [March 23, 2026 - Recruiting and Hiring 101| Where to Start When You Are Ready to Grow Your Firm](#)

**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 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](mailto: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:

- **Can a Newsletter Really Help Grow My Law Firm?**
- **Can Your Fee Agreement Get You in Trouble?**
- **Artificial Intelligence (AI) Literacy for Solos & Small Firm Counsel**
- **What's It Like to Be a Criminal Defense-Court-Appointed Lawyer in D.C.?**

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

– Kaitlin & Dan

## **In other news . . .**

[Legal Ethics Opinion 389](#), Flat Fees, Subscription Fees and Disbarment has been revised.

[D.C. Lawyer Assistance Program \(LAP\) Winter Newsletter](#)

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:**

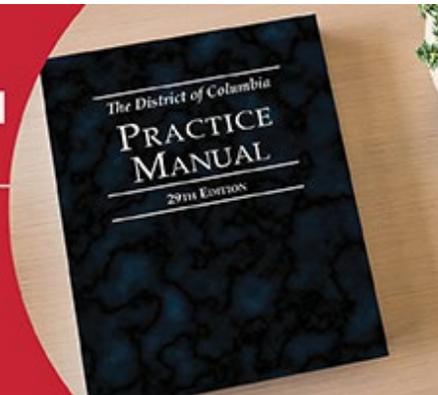
Kaitlin E. McGee / [kmcgee@dcbar.org](mailto:kmcgee@dcbar.org) / [202-780-2764](tel:202-780-2764)

Daniel M. Mills / [dmills@dcbar.org](mailto: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](mailto:communitiesregistration@dcbar.org).



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

