

CHAPTER 14

SOLO SUCCESS: STAYING THE COURSE

Monica Aguilar Campbell

Monica Aguilar Campbell Law Office

Jinoo Hwang

Northwest Legal

Gloria J. Trainor

Trainor Law PC

Hong Dao, Moderator

Professional Liability Fund

Director of Practice Management Assistance Program



SOLO SUCCESS: STAYING THE COURSE

Speakers: Gloria Trainor, Jinoon Hwang, Monica Aguilar Campbell
Moderator: Hong Dao

Planning & Set-up

- Why did you open your solo practice?
- How did you decide on: choice of entity, location, and practice area?
- What hardware and software programs do you use to run your practice?



Costs & Fees

- What are some expenses and costs of operating your own practice?
 - How do you determine your hourly rate or fee structure?
-



Client Development

How do you
get new
clients?



Legal Support |

Do you hire or contract out for support services?





CHECKLIST FOR OPENING A LAW OFFICE

- Decide what form of entity your business will be. (For solos: sole practitioner, professional corporation, single-member LLC. For multi-member firms: professional corporation, partnership, LLC, LLP.)

- Name your business. If you form a PC, LLP, or LLC, comply with statutory requirements. See ORS 58.115, ORS 67.625, and ORS 63.094, respectively.

The name of your business must not be misleading on the identity of the lawyers practicing under the name. Use of "and Associates" violates the Rules of Professional Conduct if there are no associates or no relationship exists among lawyers in an office share attempting to use this designation. "Group" violates the rule if the practice comprises a sole proprietor and no other lawyers. (The common meaning of "group" implies two or more individuals.) See ORPC 7.1 and 7.5(a).


Use of trade names and historical names of deceased or retired lawyers is permitted. For more information, review Sylvia E. Stevens, "What's In a Name: Things to consider before hanging that shingle," *Oregon State Bar Bulletin* (November 2006), available online at <https://www.osbar.org/publications/bulletin/06nov/barcounsel.html>.

- Choose a location (downtown, suburbs, virtual, or home office).
- Choose space option (rent office space, share office space, executive suite, virtual office, and/or home office).
- Determine office needs:
 1. Furniture:
 - a. Lawyer's office (desk, chair, guest chairs, file cabinet, chair mat, wastebasket)
 - b. Reception area (chairs, coffee table, lamp, pictures, magazine rack)
 - c. Staff (desk, chair, chair mat, wastebasket, file cabinet)
 - d. Conference (table, chairs)
 2. Equipment:
 - a. Dedicated business telephone – landline, VoIP, or cellphone
 - b. Voicemail or virtual receptionist
 - c. Secure Internet connection

Checklist for Opening a Law Office

Business Plan Worksheet

**LAW OFFICE
BUSINESS PLAN WORKSHEET**
A Guide to Helping You Write a Business Plan



The purpose of this worksheet is to help you think through some of the important issues of your law office so you have a better understanding of the business side of your practice. Use the worksheet to draft a formal business plan that you can use as a roadmap and tool to grow your practice.

BUSINESS DESCRIPTION

Use this section to work up a description of your firm. The description should capture the vision and mission of your practice.

Vision Statement

Describe in one or two sentences where your firm wants to be in the next 3 to 5 or 10 years. What is the future you want to create for your firm that captures your passions and inspiration for your practice?

Mission Statement

PLF Website

<https://osbplf.org> > Services > CLEs & Resources



- Written materials:
 - A Guide to Setting Up and Running Your Law Office
 - Start-up budget
 - Monthly budget
 - Business plan worksheet
- Practice Management Attorneys

Thank you

Gloria Trainor

gloria@trainorlawpc.com

503.536.2172

Jinoo Hwang

jinoo@northwestlegal.org

541.357.8417

Monica Aguilar Campbell

monica@mac-lawoffice.com

503.395.8806

