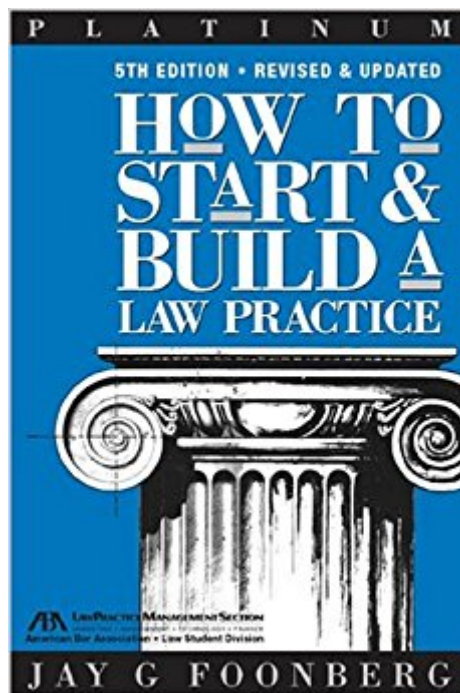




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# How To Start & Build A Law Practice (Career Series / American Bar Association)



## Synopsis

A classic ABA bestseller, *How to Start and Build a Law Practice* has been used by tens of thousands of lawyers as the comprehensive guide to planning, launching, and growing a successful practice. Author Jay G. Foonberg, now in his fifth decade of practicing law, has always been dedicated to giving other lawyers the benefit of his wealth of experience. This Platinum Fifth Edition is packed with over 600 pages of guidance on identifying the right location, finding clients, setting fees, managing your office, maintaining an ethical and responsible practice, maximizing available resources, upholding your standards, and much more. If you're committed to starting and growing your own practice, this one book will give you the expert advice you need to make it succeed. More than 100,000 lawyers have turned to Jay Foonberg for the secrets to running a successful law firm; now you can, too, with the new Platinum Fifth Edition. Jay Foonberg has organized the book into short, easy-to-read chapters that deal with all the specific challenges you will encounter when you open your office. The answers you'll get are realistic, practical, and based on real-life experience. You'll find a wealth of tips that can improve your practice once it is up and running, as well as dozens of time-saving templates and checklists. In addition, there is all-new material for this edition, covering topics including: New opportunities for serving senior clients and the growth of elder law E-mail and the Internet Law firm mergers and dissolutions The increasing size of student loans Opportunities created by an aging population Nonlawyer consultants The globalization of legal practice When and how to safely close and destroy files The aggressive marketing being done now by firms of all sizes And much more! Even if you already have an established practice, you are sure to find information that will help you compete and succeed. This is the one book you'll need to build and grow your practice.

## Book Information

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## Customer Reviews

Jay G. Foonberg was sworn in as a lawyer in January of 1964 and immediately opened his own practice. He lives in Beverly Hills, California, and practices probate litigation, trust litigation, and business litigation. Foonberg is the author of numerous articles and books, including *How to Get and Keep Good Clients*, *Finding The Right Lawyer*, and *The ABA Guide To Lawyer Trust Accounts*, and co-author (with J. Harris Morgan) of *How to Draft Bills Clients Rush to Pay*, Second Edition, all published by the American Bar Association.

Mr. Foonberg has put together a wonderful resource in this book. When starting a law practice, there are many questions, unknowns, fears, and sleepless nights. Mr. Foonberg adequately and accurately addresses each of these concerns, and helps to prepare the young lawyer for a practical startup. The only reason for leaving a 3 instead of 4 star review is the repetitive nature of the writing style in the book. That said, Mr. Foonberg does in fact warn you about this repetitive style, and states that it is because of being intended to be used as a manual as opposed to a novel, and so information is included in multiple parts in case you're looking something up and don't read another section including the same information.

This book talks about Rolodex, fax machines, carbon copies, and other antiquated nonsense. Avoid.

THE AUTHOR HAS UP DATED HIS ORIGINAL WORK; "How to directly into the practice of law without missing a meal" which was GREAT 39 years ago I followed his advice right out of law school) and it is even more pertinent today. If you can find a copy of the first book it had some solid ideas on making a contract with an established firm that would cost them nothing and put work on your desk and money in your pocket from day 1. I also took his advice to hire my own in-town, highly respected attorney for brain-picking and advice -- there was no case I was afraid to investigate (or dump).

The author writes each chapter as a standalone. The result is repetition . . . which is good. I bought an older, dated edition; and, as you might imagine, the technology is dated and technology has changed the way we do things. The author points out that his book will always lag technology, but that any technology that works is obsolete. Somethings never change - how to chose a location, decisions about how to organize files, how to attract clients, setting fees, etc. If starting a law practice is in your future, reading a random chapter here and there or reading the book from cover to cover will smooth the road. So, you can read the four chapters of interest and walk away, and you will have received a return on your time investment and money. Additionally, you can come back and read other sections along the way and at any time in the develop of your practice and benefit.

I bought this book in 2006 when I decided to open my own law practice, which recently turned 10 years old. It has many helpful tips and great advice. Great investment!!

Outdated and a waste of money.

Insightful

I know the author. He and I were on a speaking tour back in the early 70's with the first edition of the book. He talked about oil and tax issues. I talked about a one person office and general practice. The book was and new editions are fantastic. They need to use this book in law schools for seniors who are looking for jobs and cannot find one. The newest edition is over the top. Three times as thick as the first edition but even more helpful. This should be required reading by all associates. The big firms may not be for you but before you start you own law practice you need to read this book. When a law student sends me his resume and wants an interview I suggest we have lunch and then I show them the book and say please read it. I suggest they read it every other year while they are in the practive. Sometimes you forget.... Thanks Jay for sharing with us over the years.....

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