

# CONTENTS

<b>Preface</b> .....	<b>vii</b>
<b>Part 1 Managing Clients and Creating Collaborative Relationships</b> .....	<b>1</b>
Your Clients Need a Problem Solver, Not a “Trial Lawyer” .....	2
“Efficient Lawyers Starve to Death” .....	4
Early Case Evaluation and Collaboration Makes for Happy Clients. ....	8
The Importance of Trust and Creating Value in Client Relationships .....	12
Align Your Tactics with Your Client’s Objectives. ....	14
What Metrics Are Clients Using to Measure Your Performance? .....	18
Three Commonalities between Potty Training and Client Management .....	22
How to Obtain Client Case Evaluation Feedback .....	25
The Value of Aggressively Pursuing Information .....	27
Evaluating Cases from a Personal Injury Lawyer’s Perspective .....	30
<b>Part 2 Practical Considerations for Your Practice</b> .....	<b>35</b>
Apply Lessons from a Chainsaw to Your Law Practice. ....	36
Practical Tips for Getting Paid by Clients .....	40

Build Touch Points into Your Case Management Processes . . . 44

An Unannounced Visit to a Client’s (Trailer) Home  
    Is a Bad Idea . . . . . 48

Never Take a Witness at His Word . . . Ever . . . . . 50

Losing Control of a Client during a Deposition. . . . . 53

On the Importance of Showing Up to Court . . . . . 55

Know When to Stop Arguing Your Point . . . . . 58

When Is It Wise to Argue with a Judge? . . . . . 60

So Your Client Accused the Judge of Being a Thief . . . . . 65

Use Mediation to Let Clients Have Their “Day in Court” . . . 67

**Part 3 Improving Your Skills and Managing Your**

**Caseload. . . . . 71**

Play to Your Strengths, Improve Your Weaknesses . . . . . 72

Choose Your Next Words Carefully . . . . . 74

How to Write Like Stephen King, and Why You Should. . . . . 78

Intentionally Improve Your Legal Writing. . . . . 81

Cognitive Space Is Precious—Recycle Rather  
    Than Reinvent . . . . . 84

Should Lawyers Use Google for Legal Research? . . . . . 87

Why Storytelling Is Essential for Trial Lawyers. . . . . 89

Goals and Tactics When You Voir Dire a Jury. . . . . 93

Get What You Want Out of Closing Arguments. . . . . 98

Three Ways to Be a Good Second Chair at Trial . . . . . 101

Don’t Handle Your Case Like the Writers of *Lost* . . . . . 104

Implement After Action Reviews in Your Processes. . . . . 107

**Part 4 Developing Yourself and Your Practice . . . . . 111**

Three Steps to Becoming a Better Lawyer . . . . . 112

Be Prepared for an Unexpected Opportunity . . . . .	116
Go Ahead, Let Someone Else Own Your Web Presence . . . .	118
(Why) Should a Lawyer Have a Blog? . . . . .	121
Marketing for Introverts . . . . .	125
“. . . The Job Can Absolutely Destroy You” . . . . .	128
Cultivate an Atmosphere for Success . . . . .	130
Treating Your Staff Poorly Can Have Disastrous Results. . .	134
Feedback and Words of Encouragement Really Do Matter . . . . .	138
Four Ways Your Law Practice Should Be Like Chick-Fil-A. . . . .	141
“There Are No Days Off . . . Only Days You Aren’t Billing” . . . . .	144
The Importance of Having a Reputation for Integrity . . . . .	147
Why Fly Fishing Will Make You a Better Lawyer . . . . .	149