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# Freedom Through Systems

By Christopher Earley

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The business of running a law practice can be extremely difficult and stressful. The actual practice of law, of course, is very demanding on its own. It seems as though there is always a fire to put out. Because of this, I believe it is worthwhile to always find ways to make things easier and less stressful. An effective way to do that is to create systems in your practice. I have found the more systemized I make my practice, the more enjoyable and profitable it becomes. Below are ways to leverage systems in your law practice.

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## Hiring, Onboarding, Firing

In order for systems to work, you must first bring on people to run them. Finding the right people is done through either random luck (this almost never happens) or through an organized and methodical approach using systems. This means having clearly defined processes for how job ads

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Onboarding, too, should be systematized. The more efficiently and rapidly you can train new hires, the better. How do new hires learn the tasks they are responsible for performing? Do you have office manuals that break down how things in your office get done? Do you also have videos that teach these tasks with step-by-step instructions? Onboarding systems are crucial because, when a team member leaves, a smooth onboarding process allows for a seamless transition into your firm by new team members. Further, the new team member will learn in a very organized way exactly what is expected for the given role and how to perform those functions correctly.

When it comes to firing, this process, too, should run on systems. You can have a clearly defined and documented process in place that can make this often difficult and awkward aspect of running a practice as smooth as possible. Considerations such as who will be in the room when team members are fired, what they will be told, how they will be told, and the way the severance agreement (if applicable) will be presented can all be systematized. This is even more important so as to avoid all the stress, time, and worry that a potential claim or lawsuit for unlawful termination can bring. The cleaner you can make the firing process, the better it will be for you and your firm.

## Marketing

Does your marketing consist of random acts, or is it organized and systematized? Without solid marketing, a practice cannot grow, let alone sustain itself. Marketing is the oxygen of a law practice and should run on systems in order to be most effective and efficient. Most marketing can be automated. Email follow-up systems can be leveraged to convert potential clients. Both organic and paid social media posts can be automated through software. Blog writing can and should run on a schedule so that content regularly gets put out. The more intentional and systematized you can make your marketing, the more your practice will be able to bring in more potential new clients. Bonus tip: Hire a marketing assistant if you don't already have one. It is a complete and total game-changer.

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the cases in a systematized manner. We here use software that prompts team members to call clients every three weeks. This ensures clients remain happy and their cases are worked on consistently. This, in turn, significantly reduces the risk that a client will file an ethics complaint over lack of communication—and averts all the stress and aggravation that a complaint inevitably brings.

Systems allow law firms to operate more efficiently and effectively. Plus, they reduce the number of fires that need to be put out, which reduces stress for everyone in the office. The more you can implement and refine your systems and processes, the more rewarding, easy to manage, and profitable your practice will become. More importantly, systems allow for greater freedom, which is what we all arguably want more than anything from our practices.

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