



# HOPE IS NOT A STRATEGY: HOW TO SCALE YOUR LAW FIRM DURING A PANDEMIC

Tips and Tricks

## NEW YORK PUBLIC LIBRARY

### **NYS residents:**

How to Get a New York Public Library card:

<https://www.nypl.org/library-card>



New York  
Public  
**Library**



### **SimplyE:**

e-reader app that has more than 300,000 e-books and audiobooks:

<https://www.nypl.org/books-music-movies/ebookcentral/simplye>



# LYNDA.COM FROM LINKEDIN

Lynda.com, a LinkedIn Company is an online educational site that includes over 5,700 courses (and over 180,000 videos) in popular fields like web design, web development, IT, education/instruction, media production, and business. Experts create and deliver all courses as well as provide supplemental materials like exercise files and relevant work samples. Users will need to create accounts in order to track course progress, create playlists of potential coursework, and keep course notes.



lynda.com

<https://www.nypl.org/collections/articles-databases/lyndacom>

## How to read P&L Statements:

<https://www.lynda.com/Business-tutorials/Income-statement-cash-flow-considerations/2815107/2238495-4.html>

## P&L Statement Basics:

<https://www.investopedia.com/terms/p/plstatement.asp>

# NEW YORK STATE EXECUTIVE ORDER/ MORATORIUM ON COMMERCIAL EVICTIONS



<https://www.governor.ny.gov/news/governor-cuomo-signs-executive-order-extending-moratorium-covid-related-commercial-evictions>

# HOW TO MAKE AN ORGANIZATION CHART

## Microsoft/PowerPoint:

<https://support.microsoft.com/en-us/office/video-create-an-org-chart-93edde0a-1657-46e0-8fb3-d49587d8f9ba>



## CLIENT COMMUNICATION

### Free video options:

**Loom:** quick and easy way to message clients/employees

<https://www.loom.com/>



**Fiverr:** online freelance service

<https://www.fiverr.com/>

<https://www.fiverr.com/categories/video-animation>



### How to add subtitles to your videos:

**Rev:**



<https://www.rev.com/subtitle>

**Adobe Spark:**

<https://spark.adobe.com/make/videos/add-subtitle/>



# PHYSICAL SPACE ALTERNATIVES

## Best WFH items:

<https://www.wired.com/story/work-from-home-home-office-gear-guide/>

<https://www.ibtimes.com/top-10-best-work-home-essentials-2020-3008961>

## WeWork:

<https://www.wework.com/locations>

<https://www.hq.com/>

**wework®**

## Remote team building ideas:

<https://snacknation.com/blog/virtual-team-building/>

<https://museumhack.com/virtual-team-building-for-remote-teams/>

# SOCIAL MEDIA

## Social Media for Lawyers:

<https://www.americanbar.org/groups/committees/scocle/social-media/>

<https://lawyerist.com/marketing/social-media/>

<https://www.justlegalmarketing.com/social-media-marketing-lawyers/>

## Linkedin for Lawyers:



<https://www.abajournal.com/voice/article/building-and-leveraging-a-legal-brand-on-linkedin#:~:text=LinkedIn%20allows%20you%20to%20join,directly%20connect%20with%20potential%20clients.>

<https://www.lawpracticetoday.org/article/linkedin-reluctant-lawyer-part>



# REVIEW YOUR TECHNOLOGY

## Zoom basics:



<https://www.lynda.com/search?q=zoom>

<https://www.usatoday.com/story/tech/2020/04/11/zoom-meeting-go-better-these-6-tips-look-your-best/5125980002/>

<https://www.inc.com/jason-aten/5-ways-to-look-your-best-on-your-next-zoom-meeting.html>

# ALTERNATIVE REVENUE SOURCES

## JURISolutions:

<https://www.jurisolutions.com/about-jsl/about/>



## Fiverr:

<https://www.fiverr.com/categories/business/legal-consulting-services>



## Freelancer:

<https://www.freelancer.com/>



## Uber:

<https://www.uber.com/us/en/drive/requirements/>

Uber



# NETWORKING

Get your name in the newspaper/magazines:

<https://www.helpareporter.com/>

Follow reporters on Twitter

✉ [rberardi@usimmlawyer.com](mailto:rberardi@usimmlawyer.com)

📍 2300 Wehrle Drive | Buffalo, NY | 14221

☎ 877.721.6100

# EMPLOYEE SCORE CARD

## SCALE

- "A"** Can't live without; team player; high producer
- "B"** Important; good attitude; moderate producer
- "C"** Inconsistent; moody; low producer
- "D"** Dead weight; negative energy; makes more work for others

Employee Name: \_\_\_\_\_

Position: \_\_\_\_\_

Grade: \_\_\_\_\_

Can someone else do his/her job? If so, who? \_\_\_\_\_

Employee Name: \_\_\_\_\_

Position: \_\_\_\_\_

Grade: \_\_\_\_\_

Can someone else do his/her job? If so, who? \_\_\_\_\_

Employee Name: \_\_\_\_\_

Position: \_\_\_\_\_

Grade: \_\_\_\_\_

Can someone else do his/her job? If so, who? \_\_\_\_\_

# **Hope is not a strategy: How to scale your law firm during a pandemic**

**Rosanna Berardi, Esq.**

While the pandemic brings many challenges to law firms and businesses alike, it also provides opportunity for law firms to scale their practice. This is a great time to review all the details of your firm, or practice, closely and carefully: What's working, what's not. Do you have the right team and the right technology? What do your finances look like? Where is there room for improvement?

If you aren't sure where to start, there are numerous ways and products available to save money, create efficiencies and learn new skills to help you scale your law firm.

## **Money, money, money**

The number one key to success is knowing your numbers. To successfully scale—and run—a law firm you have to look beyond the top line of the [profit and loss \(P&L\) statement](#).

Look at the P&L for a 12-month period, preferably the past 12 months. Go line-by-line and look for opportunities to cut or decrease expenses. What may seem like small expenses—such as water delivery, office supplies, and magazine subscriptions—can add up greatly over time.

Next, look at the costs associated with your vendor contracts—office lease, phone services, cell phone bills, copy machines, etc. Dedicate a day to calling all vendors and asking for discounts or promotions to renegotiate the rates.

When reviewing the office lease, consider the effect the pandemic has had on in-office work. It's likely that working from home (WFH) will continue indefinitely. Do you need all of the space you have, or can you transition your team to WFH? If not, can you lease a smaller office?

## **Learning is fun**

If your office manager, accountant, or CFO pulled the P&L report and it looks like a foreign language, take the opportunity to educate yourself. There are dozens of resources available where to learn more about a specific business topic, such as P&L or social media (more to come on that).

The New York Public Library is [currently offering](#) a library card through the SimplyEapp where you will have access to digital resources as well as the ability to borrow physical materials through a temporary Grab & Go service. SimplyEapp is an e-reader app that offers more than 300,000 audio and ebooks.

Another online learning resource is [Lynda.com from LinkedIn](#). This site features more than 5,500 courses and 180,000 videos about a wide variety of topics including P&L, web design and development, media production and general business. Experts create and deliver all courses in addition to providing supplemental materials including relevant work samples.

The most successful business owners are the ones who are always willing to learn and grow—so start learning!

## Create the dream team

Take a few minutes to make an organizational chart for your law firm. If you aren't sure how, [Microsoft](#) offers this feature in Word and PowerPoint.

After creating the chart, grade each employee on things such as their level of productivity, ability to do their job, and the impact they have on the firm. Is there an opportunity to combine or eliminate positions? This can be a tough task, but it is necessary to scale your law firm.

After reviewing your team, think about who you wish was a part of the team. It could be a specific person or a position your firm really needs. After establishing this list, look to see who is available to hire right now. Often with high unemployment comes the availability of many good candidates. It's an employer's market.

Remember, you're looking to hire people you can trust to help you grow your firm. This isn't the time for micromanaging—it's time to empower your employees to do a great job (and to trust them enough to make it happen).

## Can you hear me AND see me now?

A key way to scale your law firm is with communication. There can never be enough communication. Equally as important as *what* you're communicating is *how* you're communicating.

Video has become the communication vehicle of consumption for most. It [allows businesses](#) to increase sales, brand awareness and leads while helping people feel more connected to a brand, i.e. your law firm.

Producing a video does not have to be a large undertaking, as your mobile device has a camera and video feature. Schedule one day a week to film video and treat the time as an appointment. Be sure to keep it. Focus your videos on educating and informing your audience to help build a relationship with them. Don't always try to sell something—instead, showcase yourself as a resource.

After you've produced the video, be sure to add subtitles. As much as [85 percent](#) of video is viewed with the sound off. If you're using YouTube, the platform has an option to add subtitles to uploaded videos. Outside of YouTube, [Rev](#) and [Adobe Spark](#) can help you add subtitles.

Beyond marketing, video has become a lifeline of connectivity during the pandemic with Zoom practically becoming synonymous with video calls. If Zoom isn't for you, there are alternatives such as [Loom](#), [Microsoft Teams](#) and [Cisco WebEx](#). A handy tip? Regardless of the platform, ensure your video technology—including a webcam and microphone—is up-to-date.

## Reach the masses

The produced videos you create will provide content for your website and social media channels.

Your law firm's website should be a living, breathing document. Take some time to review it now and make a list of edits or changes to improve the site. Then, set a reminder on your calendar to review the site each quarter. After all, it is your online identity and—more often than not—the first impression people have of your law firm.

Social media cannot be ignored. If it seems overwhelming to start with multiple platforms, focus on one. LinkedIn is the best place for lawyers. You'll be able to create a personal profile as well as a law firm profile, allowing you to build your own professional network whilst marketing your firm at the same time.

Staying engaged on the platform will help with your visibility and networking. Don't be shy about liking and commenting on people's posts in addition to publishing articles that showcase your expertise. You can also join law, alumni, local bar associations and special interest groups.

Stop wishing for growth, and start working for it. You can absolutely scale your law firm during a pandemic. Review. Revamp. Recreate. It's time to re-establish your base foundation, cut expenses, learn a new skill, and be the hardest working person in the room. I guarantee you will find ways to be leaner and smarter, and from there? Growth is inevitable.

*Rosanna Berardi is a lawyer, mother, and entrepreneur. She built her immigration law firm, Berardi Immigration Law, from her home apartment to a multi-million-dollar company in 15 short years. She is a sought-after speaker and has been featured in Forbes, The Los Angeles Times, Politico and The National Post. She is an Adjunct Professor at SUNY Buffalo School of Law. Rosanna is also the CEO of High Wire Woman, a consulting firm that provides systems and solutions to working women.*

# HOPE IS NOT A STRATEGY

*How to Scale Your Law Firm During a  
Pandemic*

*Rosanna Berardi, Esq.  
Berardi Immigration Law*



# Rosanna Berardi, Esq.

Lawyer, mother, entrepreneur, and Disney fanatic.



# YOUR BUSINESS 2.0: OPPORTUNITY TO RECREATE YOUR LAW FIRM





# DO YOU WANT TO SURVIVE?



# PLAN. SYSTEM. SOLUTIONS.



# FINANCIAL STATEMENT



# SAMPLE P&L STATEMENT

## Business Name

Business Address  
Suburb

## Profit & Loss Statement

for the period 1 January 2009 to 31 December 2009

### Income

Sales	\$120,200.00
Services	\$55,000.00
Other Income	<u>\$2,520.00</u>
<b>Total Income</b>	<b>\$177,720.00</b>

### Expenses

Accounting	\$2,500.00
Advertising	\$7,500.00
Assets - Small	\$100.00
Bank Charges	\$962.40
Cost of Good Sold	\$22,500.00
Depreciation	\$2,385.00
Electricity	\$2,994.90
Hire of Equipment	\$4,200.00
Insurance	\$1,221.00
Interest	\$2,401.66
Motor Vehicle	\$1,203.50
Office Supplies	\$962.11
Postage & Printing	\$725.00
Rent	\$15,610.00
Repairs & Maintenance	\$1,082.00
Stationery	\$660.00
Subscriptions	\$3,690.00
Telephone	\$2,165.00
Training / Seminars	\$2,200.00
Wages & Oncosts	<u>\$65,000.00</u>
<b>Total Expenses</b>	<b>\$140,062.57</b>

### **Profit / (Loss)**

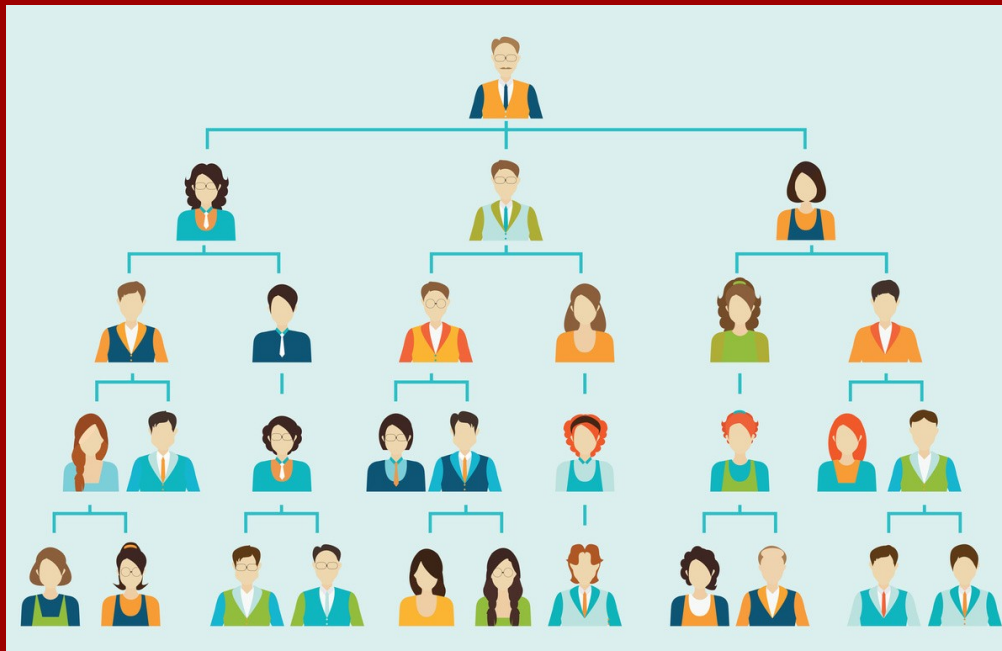
**\$37,657.43**

# RENEGOTIATE TERMS

- **Lease**
- **Copiers**
- **Cell Phones**



# YOUR TEAM





# CREATE A “VIRTUAL BENCH”

JOIN OUR TEAM



# CLIENT COMMUNICATION





# PHYSICAL SPACE



# SOCIAL MEDIA – TAKE YOUR PICK



# REVIEW YOUR TECHNOLOGY



# CONSIDER ALTERNATIVE REVENUE SOURCES

1. **JurisSolutions**
2. **Freelancer**
3. **Fiverr**
4. **Editing**



*Learn a New Practice Area*

# NETWO RK





REVIEW. REVAMP.  
RECREATE.

The Time is  
**NOW**



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# CONTACT

# US

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