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NOTES

Preparing for the October meeting about my website, I want to set out some of the concepts that I want the law practice to emphasize.

First, after good, up-to-date legal advice, would be accessibility. Small businesses should have access to basic free advice about a variety of small business issues and that advice should be easy to find.

Second, my legal services should remain inexpensive so that I will remain accessible to very small businesses (the legal part of a very small business is important, but it scares people). This is tricky because my \$500 a year fee is really too cheap and can attract new clients that simply want to form a company for that amount of legal costs, but do not want to maintain a continuing relationship.

I want to attract on-going relationships, not piece-work. I want to be a source of sophisticated information for clients, and I want to learn from them as well. I want us to talk about complex problems that come up and create solutions together... you never know what can come up, but everyone learns when problems are worked on together.

Third, my practice emphasizes teaching and learning – in the sense of self and business improvement. I want my website to emphasize that and I want to make certain that this is coming across in our relationship and on the website. I go to seminars just about every other month on some legal or tax subject that interests me, but you don't know this and I wonder how I can make this new information available to you, or whether you want to know about the latest wrinkle in employment agreements, for example (this could be called the "more than you wanted to know about Penguins" problem).

Fourth, another emphasis is simplification – how to simplify seemingly complex situations and procedures. It is amazing to me that once I started to charge a flat fee and not charge by the hour how much simpler things got! What time and energy I could save! Enough said? Well, we have gotten very expert in simplification (and her sister, organization) and somehow I would like to emphasize this as a part of what we do.

Also, I would be interested to hear from you about your ideas about the practice and the website... what is missing, what could be improved, new approaches and classes that might be helpful to you... if you cannot come to the client lunch, maybe you could email me some of your ideas... that would be most appreciated.

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