

Introduction

Doing Well While Doing Good: Running a Profitable & Successful Consumer Law Practice

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Introduction: Tips to Good Business Practices and Successful Strategies

The purpose of this material is to provide you with tips, strategies and techniques to help the beginning attorney build and maintain a good Consumer Law practice, both in a business sense of success and in a professional sense of success. Not everything you will need for a successful Consumer Law practice will be found in these chapters because much of it is simply learned in life on a daily basis.

What follows here are some of the lessons you may learn along the way in your professional career so that you may learn them in a less painful way than life's lessons sometimes are taught to us.

Still, you should always look elsewhere for practice tips which may not appear in any of these chapters. Like law office technology, the practice of law is always evolving. Our aim here is to inform a wide cross section of readers so sometimes the information may seem basic to some readers, but bear in mind that some of it may well seem more advanced too.

Our focus will be on how to start out, build, and strengthen the Consumer Law attorney's "bottom line" while serving your clients better through successful trial and practice strategies. We will look at helping you to master case selection, targeting marketing efforts to attract the cases that work for your business model, marketing strategies to try or avoid, co-counseling to strengthen your cases, financing your practice and cases. We plan on suggesting ways to organize your practice to make you more productive. We will include lots of practical pointers and insights to make your law practice more professionally effective and personally rewarding.

But the practice of law is more than a business. It is also a profession that dwells on success that comes in many levels and types. One of those is the daily success of helping people solve their problems. Another is the success of handling a trial. We will at times take on those aspects in our chapters too.

Whether you are changing fields, starting a new practice or need help reinvigorating your practice, the aim of these chapters is to help you start off and to keep right on going, in order to meet your professional and financial goals. More than anything else,

you have to find what works best for you.

Take everything you hear and learn in these chapters (and elsewhere) and adapt what you can to your style of practice. What works for you, keep it. What doesn't, discard it. And always be looking for better ways to personalize your Consumer Law practice.

About the Author

A nationally known Consumer Law attorney, from his 30 years of practice, Mr. Burdge has over 50 reported cases and has appeared at least 7 times before the Ohio Supreme Court in ground breaking Consumer Law cases. Licensed in multiple jurisdictions, he has represented thousands of consumers in individual and class action cases involving defective motor vehicle, product, odometer, contract, fraud, and Lemon Law litigation in both state and federal courts throughout Ohio, Indiana and Kentucky. He also has presented papers and lectured dozens of times to both international, national and state professional organizations on Consumer Law issues and has testified numerous times before the Ohio legislature's committees on Ohio Consumer Law issues and proposed amendments to various consumer protection bills.

He testifies regularly as an expert witness on attorney fee issues in Consumer Law cases and conducts annual Consumer Law Practice attorney fee surveys. Coauthor of Ohio Consumer Law, annually published by Thomson West, Mr. Burdge has the distinction of being the only Consumer Law attorney in Ohio to be awarded Ohio Super Lawyer status by Law & Politics magazine in 2004, 2005, 2006, and 2007. He was named Trial Lawyer of the Year by the National Association of Consumer Advocates and is Board Certified in Civil Trial Law by the National Board of Trial Advocacy and served as a Board Examiner in 2004.

Still actively engaged in the private practice of law, Mr. Burdge also mentors and coaches private attorneys, as discussed in his law coaching website, www.TheLawCoach.com.