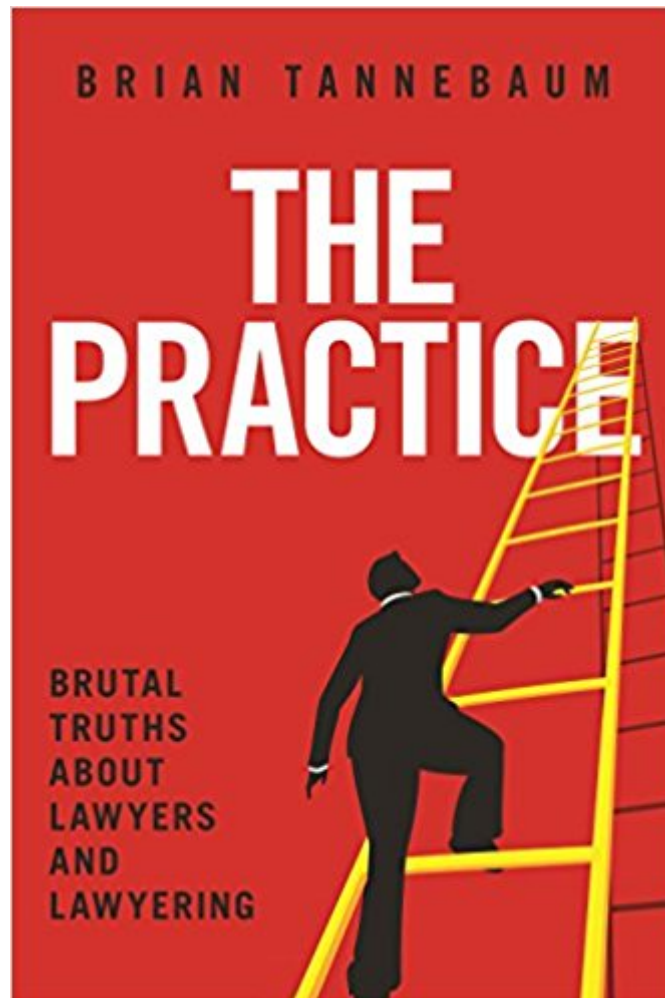




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The Practice: Brutal Truths About Lawyers And Lawyering



Synopsis

In *The Practice*, Tannebaum riffs on everything from asking yourself what type of lawyer you want to be, to the most effective way to market yourself in an industry where lawyers increasingly over-rely on social media to prove their relevance. It also discusses other important topics, including the proper way to handle referrals, rainmaking, reinventing yourself as a lawyer, personal branding, and much more. This book offers a no-holds-barred "truth" about the legal profession in the author's honest and at times humorous signature voice. Readers will find clear and truthful advice on a wide range of topics that will help them become a better, and more informed lawyer.

Book Information

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Customer Reviews

When I first started my own law practice, I was looking everywhere for advice and read everything I could get my hands on. My Uncle Jim got me a book called "How to Start and Grow a Law Practice" by Jay Foonberg, which I found to be extremely helpful. From there, everything I read was sort of a watered down version of Foonberg's book, maybe with a chapter or two on how to start a Facebook account or send Tweets. Then there are books written by people who practiced law for a minute, and now advise other lawyers about how to use social media and stupid stuff that can be figured out by asking a teenager. Although I have been on my own for about three years, I bought a copy of Brian's book because his column on *Above the Law* actually had useful advice. When I opened it, I was sitting in a coffee shop after court, and figured I would read a chapter or two. I ended up reading the entire book in one sitting. Every once in awhile, you read something and a lightbulb goes off in your head, and it changes your life forever. That is *The Practice*, in a nutshell. So why is it life

changing? Whenever I read a law practice book, my first question is "How is it different than Foonberg's book?" Foonberg taught us how to manage a trust account, communicate with our clients regularly, and how to arrange your desk. Once you're up and running, there are very few chapters about sustaining your law practice. How much do small firm lawyers make? What do I do if the phone hasn't rang in a month or two? The Practice is a practical tome about sustaining a law practice for the long term.

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