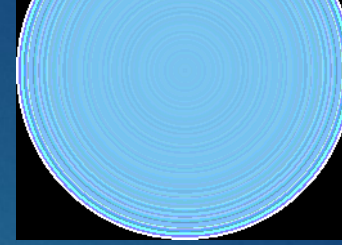


HOW TO TAKE YOUR PRACTICE TO THE NEXT LEVEL

BY: CHRISTIAN D. SEARCY

SEARCY DENNEY SCAROLA BARNHART & SHIPLEY

Building a Name



Hard work

Importance of:

- Practice
- Arguments
- Clients
- Experts

Listen to clients

Believe in client

Don't settle too easy

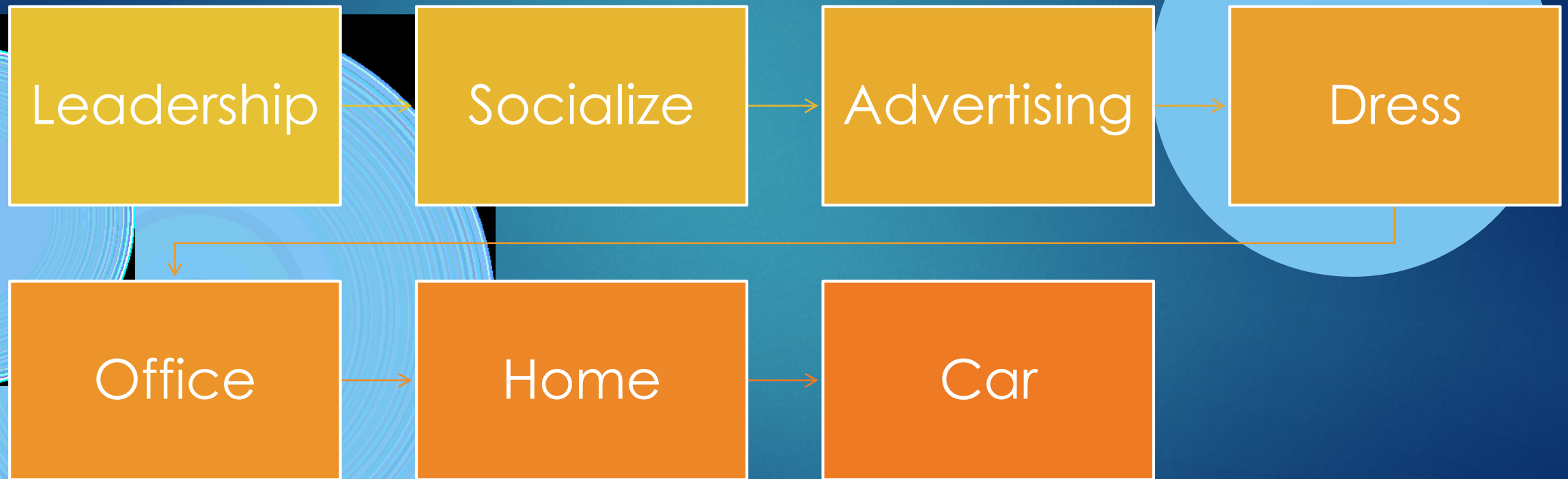
Try cases that should be tried

Demeanor and tone of speech are as important as substance of your speech

Transcripts of opening statements and final arguments



Building an Image



Developing a Reputation

1

Believe in yourself

2

Need excellent staff

3

Don't be afraid to pay

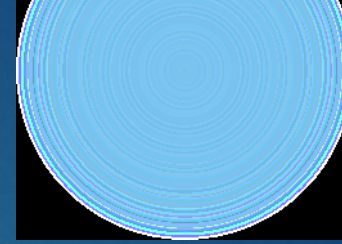
4

Avoid temptation of being afraid not to take every case. Be selective.

5

Manage overhead

Need good mentor(s)



01

Working in a good firm;

02

Develop relationship with skilled mentor(s);

03

C.L.E. – talk to speakers afterwards;

04

Co-try case with mentor;

05

Pay attention to good adversaries; and



Preparation is the great equalizer

1. Can more than make up for lack of experience by out-preparing your adversary
 - a. Turn every page
 - b. With regard to each issue:
 - i. What does U.S. Supreme Court and Florida Supreme Court say about it?
 - ii. What do Florida Statutes or U.S. Statues say about it?
 - iii. What does case law say about it?
 - iv. What do rules of evidence say about it?
 - v. What do procedural rules say about it?

Preparation is the great Equalizer -

2. Annotate every deposition so you can go right to the areas of impeachment or rehabilitation when needed;
3. Meet with all witnesses you plan to call. Make sure they understand where you are going with your questions and what you are looking for. Talk through it with them enough times to feel assured they will be able to comfortably respond to your questions;
4. Write out an outline of your oral presentation and practice out loud if you are unsure.

The power of belief

Believe
in

Believe in yourself!



Listen

Listen to your client!



Believe
in

Believe in your client!

Find your niche!

01

Discover what area or niche of law practice you're passionate about.

02

Follow your passion.
Pursue it in every way.

Share and give back to your profession and community.

Professionally

- Bar committees and work; state, local, national
- CLE presentations and publications
- Articles of interest for professional news, magazines, blogs and websites
- Pro-bono work

Specialty Work

e.g. civil litigation

- Florida Justice Association;
- American Justice Association;
- International Academy of Trial Lawyers
- Inner Circle of Advocates
- American Board of Trial Advocates
- American Trial Lawyers Association

Community

You help yourself, your family and your firm by helping your community!
Give Back!

- Charitable giving
- Serving on boards or committees:
 - Schools
 - Churches or synagogues
 - Boards of local civic or charitable organizations
- Teams