



Dictum

The newsletter of the NJSBA Young Lawyers Division

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Chair's Column

by James J. Uliano

As the weather has turned nice, the YLD continues to be very active as we approach the annual convention in Atlantic City.

We had our first trip to Medieval Times. It was well attended and a fun evening for everyone who was a 'lord' or 'lady.' A special thank-you to Gary Ahladianakis for assisting with the event.

In Cedar Knolls, the YLD presented a Networking Happy Hour Event at H2Ocean Restaurant and Raw Bar. The event had a nice turn out of young lawyers who had the opportunity to enjoy the evening. I want to thank Helen Quan for her efforts in facilitating the event.

Our Earth Day event was held on April 30. It resulted in young lawyers helping with the beach sweep cleanup in Belmar. It helps show the continued excellent work in the community members of the YLD do on behalf of the NJSBA. A special thank-you to Dana Van Lueven and Michael Austin for their help with the event.

The year has flown by, with another Annual Meeting at the Borgata in Atlantic City just days away. The Annual Meeting has been expanded this year to feature more continuing legal education (CLE) programming on Wednesday morning. The event will take place from May 18-20. This popular convention includes many different opportunities for young lawyers to earn CLE credits and enjoy quality events. There will be YLD entertainment on both Wednesday and Thursday evening. Plus, a young lawyer's luncheon will be held on Thursday, May 19. Please check the packets in Atlantic City for the locations. Also, do not forget to support the CLE programming put on by our own YLD members. These attorneys work very hard to put their seminars together, and they should be excellent this year.

For the YLD, another important part of the Annual Meeting is our annual business meeting, which takes place on May 19 at 4:30 p.m. in Studio 1 at the Borgata. The meeting will feature the installation of our new board members and officers. Furthermore, we will be presenting the YLD awards. The award winners are as follows: Young Lawyer of the Year—Richard P. Lomurro; Professional Achievement—Kristyl Berckes; Service to the Bar—Rajeh A. Saadeh; and Service to the Community—Gemma Giantomasi.

Finally, a special thank-you to all the Executive Committee members who are transitioning off the board. Your contributions have been essential to the growth of the YLD. It has been an honor and privilege to serve as the chair of the Young Lawyer's Division. I hope to see all of you at the Annual Meeting when we install Marisa Trofimov as chair for the 2016-2017 term. ■

James J. Uliano is an associate with the law firm of Chamlin, Rosen, Uliano & Witherington.

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If you blog about legal topics, either on your own or for your firm, we would like to hear about it!

Send a link to your blog to ces@lmlawyers.com.

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The opinions of the various authors contained within this issue should not be viewed as those of the Young Lawyers Division, Dictum, or the New Jersey State Bar Association.

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James J. Uliano

Dictum is the publication of the NJSBA Young Lawyers Division (YLD), and is a member-driven newsletter. **We welcome submissions**, including articles and news on any relevant topic, such as practice tips, work/life advice, and information regarding upcoming meetings and events. Please submit articles to ces@lmlawyers.com with the subject line YLD Dictum.

Incoming Chair's Column

by Marisa B. Trofimov

I am writing to you as the incoming chair of the Young Lawyer's Division (YLD) for the New Jersey State Bar Association. The 2016-2017 year looks to be another great one.

The YLD is always looking forward to having more members get actively involved. I have often been asked why I dedicate so much time to the YLD. To be honest, the answer is for purely self-ish reasons. I have personally found the YLD to be a very rewarding experience. Not only have I obtained case referrals through the YLD, but I have also received invaluable assistance from attorneys who I have met in various practice areas. As every attorney knows, inevitably clients have cases that cross into other practice areas that are not your area of expertise. Meeting fellow attorneys who are willing to answer questions about other practice areas to ensure you advise your clients appropriately is just another benefit I have personally seen from my participation in the YLD. And then there is the social aspect of the YLD. Although no one can expect friendships to form overnight, I've met a number of attorneys who I know I will be able to count as life-long friends through my participation in the YLD.

There are a multitude of ways to get involved, both big and small. One of the easiest ways to get involved is to just come to one of our events. Make sure your preferences through the NJSBA email listserv are set so you receive notices of our events. While continuing legal education (CLE) credits are necessary for all attorneys, I would encourage young lawyers to attend one of our social, networking, or community service events, where you can meet other young lawyers and get the full benefit of the YLD. Our business meetings are also open to all YLD members, and we always go out for dinner/drinks after the meetings to ensure more networking occurs.

We have lots of great ideas for this upcoming year, including revamping our mentoring program again and also creating ways to assist YLD members in finding jobs.

We are also in the beginning stages of planning a number of events for the upcoming year, and some are already on the calendar. Below is a list of the upcoming events to be on the lookout for next year:

- YLD Kick-off Barbeque: Tuesday, Sept. 6, 2016, at the Law Center
- Annual Far Hills Race event: Saturday, Oct., 15, 2016, in Far Hills
- Annual Young Lawyer's Symposium CLE all-day event: Saturday, Oct. 29, 2016

I look forward to seeing all of you at some of our events next year.

Should you have any suggestions or requests for events in this upcoming year, please do not hesitate to contact me. I can be reached at mtrofimovesq@gmail.com. ■

Marisa B. Trofimov is chair-elect of the Young Lawyer's Division of the NJSBA and practices with The Deni Law Group, LLC.

YLD Executive Committee Business Meetings will take place on the following dates:

Tuesday, Oct. 4, 2016

Tuesday, Nov. 1, 2016

Tuesday, Jan. 3, 2017

Tuesday, Feb. 7, 2017

Tuesday, March 7, 2017

Tuesday, April 4, 2017

Editor's Column

Creating a Business Plan

by Corrie Sirkin

Attorneys have a multitude of daily responsibilities. So many things to do and so little time. Nevertheless, making a business plan should be an objective and an annual must on one's to-do list.

In order to achieve your goals, first you have to identify your goals. Are you a solo, work for a small or large firm, a nonprofit or the government? What are your goals? If you don't know what your goals are, how can they be achieved? Build your brand. Establish and grow your Internet presence. For example, create and improve your Twitter account or your LinkedIn account. Update your profile pictures. Attend relevant seminars and meetings,

What are your short-term goals? Think about broad categories. What are your business development goals for this year? Make a certain number of contacts per month, write articles at least annually and explore speaking opportunities.

How do you set an end goal? Think of successful lawyers in the area of law that you practice or would like to practice. Read their website biographies and LinkedIn profiles. Read any articles or blogs they have written related to career advice. What have these people accomplished that you would like to achieve? Is there a certification in your area of law, such as civil trial law, criminal trial law, matrimonial law, workers' compensation law or municipal court law? Certified attorneys represent the top of the profession in New Jersey. Review the certification process and determine what the requirements are. Once your goals are determined, write them down.

Next, identify the steps to achieve an end goal. Want to become the chair of the Young Lawyers Division, for example? First you have to join the YLD; then you have to become a member of the Executive Committee. Next, you have to be committed and involved.

Finally, review your business plan regularly. Think critically and focus your efforts on the areas that are

successful for you and help you achieve your goals. Remove areas that are negative for you. Did you join an activity that is not constructive? Is it draining instead of productive? Do you love writing, but shudder at the thought of public speaking? Every person has a different path that is best for them; removing negative aspects is essential to achieving the best life for every individual and the greatest success possible.

Following is a sample business plan:

Attorney Business Plan

I. Business Development Goals for 2016

- A. Make contact with X contacts per month
- B. Write X articles annually
- C. Speak at X industry meetings
- D. Develop X connections
- E. Obtain X new clients this year

II. Build Your Brand

A. Establish/improve online presence

- a. Improve Twitter account
 - i. Set up regular tweeting
 - ii. Add X followers per week
 - iii. Add X following per week
- b. Update LinkedIn account
 - i. Update profile
 - ii. Add connections
 - iii. Increase contacts: add alumni, seminar contacts, etc.
 - iv. Write articles
- c. Take updated profile pictures for Twitter and LinkedIn
- d. Claim/update your profile on Avvo, Martindale and other similar sites

B. Professional/bar organizations

- a. NJSBA
 - i. Attend seminars and meetings
 - ii. Join special committees
 - iii. Volunteer

- b. Specialty bar associations
 - i. *Identify and attend*
- c. YLD
 - i. *Attend seminars and meetings*
 - ii. *Join committee*
 - iii. *Join Executive Committee*
- d. County bar association
 - i. *Join county bar/join relevant committee*
- e. High school/college/law school alumni associations
 - i. *Research speaking opportunities at law school*
 - ii. *Get involved with relevant law clinics*
 - iii. *Teach a course*

C. Community/civic activities

- a. What's your passion?
 - i. *Establish referral sources*
 - ii. *Establish connections*
- b. Join clubs
 - i. *Develop relationships*
 - ii. *Actively participate*
- c. Trade and industry associations
 - i. *Identify and get involved*

D. Speaking opportunities

- a. Potential opportunities

E. Writing opportunities

- a. Potential articles
- b. Trade publications
- c. Local publications

F. Legal primers for clients

- a. Videos
- b. YouTube

III. Relationship Building

A. Existing clients

- a. Prepare client database
- b. Establish system for staying in touch with contacts

B. Identify and maximize relationship groups

- a. High school
- b. College
- b. Law school

C. Current location

- a. Local publications

D. Prior location

- a. Local publications

E. Potential referral sources

IV. Continuing Education

A. Legal education

- a. Attend seminar/leverage material for marketing
- b. Identify areas of improvement

B. Identify electronic periodicals for social media material ■

Corrie Sirkin is an associate with Lesnevich, Marzano-Lesnevich & Trigg, LLC.

The Worst Advice for Job-Seeking Law Graduates

by Georgia B. Barker

When I graduated from law school in May 2014, I was without a job but I was not without hope. I dutifully studied for the July bar exam and even proceeded on a bar trip (I rented out my apartment to cover the cost of the trip). I knew I would not be coming home to a job, but I also knew that staying home and panicking was not going to do me any better.

Throughout law school and after graduation, there was an enormous pressure put on students for obvious reasons: The more students graduating with jobs, the better employment statistics, which potentially raise the school's ranking. This incentive can result in recent graduates receiving bad advice.

I received a lot of bad advice that did not help me get a job; in fact, it only served to increase my stress. The worst of what I heard is listed below:

1. If you fail to get a job in the fall of your graduating year, everyone will know that you failed, and that will hurt your job prospects whenever you attempt to switch firms in the future. This advice was given by a career counselor and scared me so much I felt acute physical pain. I did not want to fail, and I certainly did not want my failure to follow me for the rest of my career! Of course, once you have gained experience the timeline of getting your first job becomes increasingly less important. The most important? Your experience, your competence, and your book of business.
2. No one will hire you without a clerkship. I was repeatedly told this by lawyers in New Jersey. While it is true that getting a clerkship is the most common path to getting a full-time job in New Jersey private practice, a clerkship is not always required. I am proof of that. I was not able to clerk, but I gained relevant experience in my particular field of law by working as a *per diem* attorney, and I networked as much as possible. There are jobs out there for non-law clerks, especially in January/February. Most small firms hire according to need, not according to the law clerk schedule. You may struggle to compete with the law clerks in September, but come December/January (especially after the bar admission ceremony), you may find yourself employed.
3. The only way to get a job is to do what I did. People have a tendency to tell others to follow their lead (see #4 for my own bias), but there are many ways to get a job in any particular area of the law. The more people you talk to who do what you want to do, the more you realize that no one has the same story. The 'one path' that is espoused by one person is often one of many paths. Do not let anyone tell you that you have failed because they took a different path. Listen to every person's story, learn what you can, and discard what is clearly self-serving 'do what I did' advice. Remember, you are on your own path.
4. Networking with random people is a waste of time; only meet with people you know. This is by far the most incorrect piece of 'advice' I received. Networking when you are feeling your most vulnerable can be painful and soul crushing. Selling yourself is hard at any time, but networking *does work*. I went to everything and anything I could, even when I did not feel up to the task. On one particularly cold night in January, when I did not feel like dressing up and leaving the house, I had a friend bring me to an NJSBA event where I ended up meeting Amanda Trigg, my future boss. I emailed her my resume soon after the event, interviewed with all the partners in due time, and was officially hired within weeks. Networking with random people can feel awkward and forced, but no one will hire you if they do not know you are looking. No one is going to knock on your door to hire you. You are the one who has to knock.

All job seekers should seek out advice, but those same job seekers must not let negativity in. Keep your head held high and show the world your best self. To all the 2016 graduates: Congratulations, and good luck. ■

Georgia B. Barker is an associate in the family law department at Lesnevich, Marzano Lesnevich & Trigg.

Stay Tuned: How the Child Support System is Getting a Makeover in 2017

by Kaitlyn R. Bernaski

As of Feb. 1, 2017, child support as we know it will change. The current state of the law in New Jersey provides that there is a rebuttable presumption of a child's emancipation upon him or her turning 18.¹ When a child turns 18, the noncustodial (paying) parent may make a motion to emancipate the child, and thus, must establish that the child is "beyond the sphere of influence" of his or her parents for an emancipation to occur.² The burden thus falls on the noncustodial parent to establish that the child has reached the point of emancipation and should no longer receive child support. In many cases, child support continues well past the age of 18, for example, if the child is attending full-time college or is disabled.

However, the structure of the child support system will almost reverse as of Feb. 1, 2017. The custodial parent will now have to make a request for the continuation of child support, or the obligation will automatically cease upon the child turning 19. The burden will therefore fall on the custodial parent to prove that child support should continue. The applicable new section of the statute provides that child support shall continue past the age of 19 and up until the maximum age of 23 if the child is still enrolled in high school or another secondary educational program; the child is a full-time student in a post-secondary education program and is enrolled full-time during "some part of each of any five calendar months of the year;" or the child has a physical or mental disability that has been determined by a federal or state government agency to exist, and the disability has, in fact, existed prior to the child turning 19.³

It should be noted that the language regarding full-time college status is new in regards to utilizing "five calendar months of the year" as the benchmark for full-time enrollment.

Governor Chris Christie signed the bill into law as of Jan. 19, 2016, and the new protocol shall take effect on Feb. 1, 2017. The courts will be charged with the

duty of mailing a first notice of child support termination on Feb. 1, 2017, to custodial parents whose children are between the ages of 19 and 22 before July 31, 2017. While the new law is phased in, child support will end for those children as of Aug. 1, 2017, rather than on their 19th birthday (unless the custodial parent requests a continuation of support). For all children turning 19 after Aug. 1, 2017, the first notice of child support termination will be mailed to all custodial parents 180 days before the child's 19th birthday. If the custodial parent does not request a continuation of support, a second notice will be mailed 90 days before the child's 19th birthday. Finally, if no continuation is requested after receipt of the second notice, child support will cease on the child's 19th birthday. Of course, child support arrears do not disappear and the noncustodial parent is required to continue making payments on arrears.

What's interesting about these changes is that the custodial parent's decision to request a continuation of support does not appear to require the filing of a motion. However, after a continuation is granted, a noncustodial parent must file a motion to adjust the support if he or she wishes to pursue an adjustment. Thus, the burden of filing the motion, if one is needed, still falls on the noncustodial parent.

Another interesting aspect of this new system is that if the parties' judgment of divorce or support order clearly sets forth a specific date at which child support shall cease, other than the child's 19th birthday, that date remains the child support termination date, and the custodial parent cannot seek an extension of support. Furthermore, if the parties' judgment of divorce sets forth a date beyond the child's 19th birthday for emancipation, the custodial parent will receive a final notice of child support termination 90 days before the child turns 23, or the set date from the judgment, whichever occurs sooner.

The new changes to child support will hopefully streamline the process of emancipation and reduce the number of motions that are filed regarding emancipation and the termination of child support. ■

Kaitlyn Bernaski is an associate with Drazin and Warshaw P.C.

Endnotes

1. *Filippone v. Lee*, 304 N.J. Super. 301, 308 (App. Div. 1997); *Gac v. Gac*, 186 N.J. 535, 542 (2006).
2. *Dolce v. Dolce*, 383 N.J. Super. 11, 17-18 (App. Div. 2006).
3. N.J.S.A. 2A:17-56.67(b)(1).

Motions *in Limine*: Why Wait?

by Liana M. Nobile

Why wait to file motions *in limine* until the eve of trial? These motions are excellent tools that can be used to shape issues for trial and help attorneys settle cases sooner and easier! The way New Jersey courts view motions *in limine* is changing, and young lawyers must be aware of these important changes.

Are Motions *in Limine* Really Permitted on the Eve of Trial?

You probably will not be surprised to hear that the short answer is—it depends. Unfortunately, the New Jersey Court Rules and our body of case law do not provide great, or really any, guidance, on the timing for motions *in limine*. Rule 4:25-7(b) is about as good as it gets. This rule states, in pertinent part, “attorneys shall confer and, seven days prior to the initial trial date, exchange the pretrial information.” Appendix XXIII expands on this just a little bit, stating “In cases that have not been pretried, attorneys shall confer and exchange the following information seven days prior to the initial trial date [...] any *in limine* or trial motions, intended to be made at the commencement of trial, with supporting memoranda. Such motions shall not go on the regular motion calendar.”

So, reading Rule 4:25-7(b) together with Appendix XXIII helps a little bit, clarifying that attorneys have to include motions *in limine* in the pre-trial exchanges, but seems to indicate that it is proper for these motions to be argued at the start of the trial. The appendix gives attorneys some flexibility with regard to the scheduling of motions *in limine*, noting they do not have to be argued on a regular motion day, but this will be important toward the end of this article. Note, though, that the pretrial exchanges are due seven days before the *initial* trial date—not the date the case actually goes to trial!

It should also be noted that Rule 4:25-7(b) permits oppositions to motions *in limine* to be filed no later than two days before trial. New Jersey courts have started to recognize that any motions filed later than the

seven-day time period, or on the actual eve of trial, do a disservice to the opposing counsel, who should have two days to submit an opposition, and to the judge presiding over the case, who needs time to duly consider the motions and issues presented therein.¹

So, the answer to the original question of “are motions *in limine* really permitted on the eve of trial?” remains—it depends. Attorneys cannot file motions *in limine* on the eve of trial; they must be submitted at least one week in advance of the initial trial date. However, it is possible that a court will allow attorneys to *argue* the motions on the actual eve of trial, if and when the actual trial commences.

How are New Jersey Courts Cracking Down on the Misuse and Abuse of Motions *in Limine*?

Recognizing that in recent times, attorneys have been using motions *in limine* as thinly veiled motions for summary judgment improperly filed on the eve of trial, and courts are getting wise to this.

Starting in 1988, in the case of *Bellardini v. Krikorian*,² the court began taking a closer look at how attorneys use motions *in limine*. In this case, the trial judge granted the defendant’s motion *in limine* to strike the plaintiff’s expert testimony as a net opinion. The *Bellardini* court recognized the potentially serious implications motions *in limine* can have and advised that motions *in limine* should be granted sparingly and with the same caution as requests for dismissals on opening statements.

Fast forward to an unreported 2011 case, *Reynolds v. Action Enterprises*,³ another instance where the trial court granted a motion *in limine* to strike the plaintiff’s expert on the eve of trial, and subsequently granted the defendant’s motion to dismiss the case in its entirety as it could not continue without the plaintiff’s expert’s testimony. The appellate court recognized the inherent unfairness of bringing a motion to strike an expert’s testimony on the eve of trial, advising that heightened caution should be exercised when a motion *in limine* is made on the eve of trial and can result in summarily

disposing the case. This sentiment was echoed by the court two years later in *Lizzie v. Creamer*,⁴ when the trial judge struck the plaintiff's expert and then dismissed the case with prejudice, finding that it could not go forward without an expert.

Most recently, the appellate court issued a reported decision in the case of *Seoung Ouk Cho v. Trinitas Reg'l Med. Ctr.*⁵ Here, the appellate court held that the trial court's hearing of a motion seeking to dismiss the plaintiff's complaint in its entirety violated Rule 4:46, governing summary judgment motions, and deprived the plaintiff of his due process rights. Recognizing there are no rules that explicitly address motions *in limine*, and again recognizing the inherent unfairness of bringing a motion to strike a necessary expert on the eve of trial, the *Cho* court took a hard stance and shed some light on motions *in limine*, stating "[motions *in limine* are] not [] summary judgment motion[s] that happen [] to be filed on the eve of trial. When granting a motion will result in the dismissal of a plaintiff's case or the suppression of a defendant's defenses, the motion is subject to R. 4:46, the rule that governs summary judgment motions."⁶

So, from this case, all attorneys, whether representing plaintiffs or defendants, can be cautioned that motions *in limine* should not be motions for summary judgment filed outside of the Rule 4:46 time constraints.

So, What Does This Mean?

The question now becomes—what does this all mean? The *Cho* court recognized there are “pressures upon the court and litigants that may make it appear reasonable to disregard the requirements of the rules and sound the death knell to a litigant's case on the day of trial. Lawyers burdened with heavy caseloads

may lack the heightened focus to identify dispositive issues earlier. A litigant may be unable or unwilling to acknowledge weaknesses in his or her case. Trial judges may be sorely tempted to spare jurors the task of hearing a cause that appears to lack merit and turn to the demands of an unyielding calendar...⁷ However, even though those are all legitimate concerns, it does not make it right to use motions *in limine* as late in the game motions for summary judgment.

Aside from being incredibly vigilant, always filing pre-trial exchanges, including all motions *in limine*, seven days before the initial trial date, at a time when all evidentiary issues could very possibly remain unknown, there is another way to handle this. Work backwards. Request that a firm trial date is set a few months in advance and that the motions *in limine* are filed with the trial judge. Request that the trial judge set a briefing schedule for motions *in limine* and oppositions due within the first month after the trial date is set. Schedule oral argument on the first available return date thereafter, and ask that the trial judge issue his or her rulings on the motions *in limine* at least six weeks before the trial date. Therefore, evidentiary issues and trial issues will be incredibly streamlined and identified well in advance of the trial date. Finally, request a settlement conference approximately one month before the scheduled trial date, mandating the presence of all parties and insurance adjusters. With the streamlined trial and evidentiary issues, there will be a much greater chance at settlement, and your motions *in limine* will have successfully worked to your advantage. ■

Liana M. Nobile is an associate with Keefe Bartels, LLC.

Endnotes

1. See *Reynolds v. Action Enterprises* 2011 WL 6029965.
2. 222 N.J. Super. 457, 464 (App. Div. 1988).
3. 2011 WL 6029965.
4. 2013 WL 1663101.
5. 443 N.J. Super. 461 (App. Div. 2015).
6. *Cho* at 471.
7. *Cho* at *7.

The Business of Law: Developing an Online Presence

by Jonas K. Seigel

“Think like a customer.”

- Paul Gillin, author of *The New Influencers*

The first step in marketing your services is to create a marketing program. Marketing programs may be as simple as placing an ad in a community newspaper, speaking at your town library, or sponsoring a local youth team. Marketing can be as inexpensive or expensive as you wish, but there is no reason for not having a plan. One of the most important marketing tools in your arsenal as an attorney will be your online presence. Think of your website or profile page as a window into your professional life and practice. Potential clients, adversaries, and the legal community will judge you based on your online presence, for better or worse.

In developing your online presence, make sure you research the other firms and lawyers in your area that offer the same services you do, to gauge your competition. Try not to copy your competition, but to stand out. For example, instead of having your photo taken at your desk or in front of shelves of legal books, have your picture taken at the finish line of a 5K race or serving food at a soup kitchen. Let potential clients see what you are passionate about or who you are outside of the profession. Do not be afraid to be creative. Remember, one of your greatest assets is whatever it is that makes you different from your competition. In addition to researching competing law firms and lawyers in your area, search your name. It behooves you to know what is posted about you or to know if there are any unprofessional photos of you that pop up.

An online presence can also be a powerful forum if you enjoy writing. Blogs, newsletters, and social media sites provide endless opportunities to market your practice by highlighting changes in the area(s) of law you practice, developments in your professional life, or recent verdicts/settlements. Incorporating fundraising events, volunteer work, and hobbies is also a great way for others to get to know you versus your occupation. (Warning: For best results, online writing does require

that you publish material on a regular basis. Whether you post new content once a day, once a week, or once a month, try to be disciplined and stay true to whatever time period you choose. Blogs and articles can sabotage your online presence if your last writing was two years ago, or is simply sporadic in nature.)

In addition to writing new content, your online presence can be enhanced by testimonials and reviews from clients and lawyers. Personally, I find myself reading reviews for running sneakers, tablets, and hotels before I make a purchase. Why should the reviews for professionals be any different? For example, LinkedIn makes it very simple to recommend or endorse a colleague. Such endorsements and recommendations should be encouraged if you have actually worked together or had a good experience with an attorney, instead of it just being someone you know. Otherwise, it can be a true disservice to others looking for representation, and a blemish on your reputation if you recommend or endorse a colleague based on friendship and not lawyering.

Lastly, track how new clients find you. One of the first questions I ask every client is how did you learn of my firm? It is important to know what works and what doesn't. Marketing plans can change or be tweaked, and what works in an urban setting may not work in a rural setting. Keep in mind that certain areas of law may be freely discussed on social media sites whereas others would be embarrassing to discuss in the open. Having an online presence is not one-size-fits-all, and what works for someone who practices in the same area of law as you do might not work for you. Be patient. Be active. Be yourself. ■

Jonas K. Seigel is the managing partner at Seigel Capozzi Law Firm—with offices in Ridgewood, West New York, and Red Bank—where he focuses exclusively on serious personal injury, medical malpractice, and wrongful death matters.