

Weekly Assignment 3

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AI and Law Practice Management

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Five Offline Marketing Activities

1. Basketball: I would join a local basketball league or attend regular open runs. Basketball gives me a natural way to get to know people over time and build relationships that could lead to business or referrals.

2. Alumni networking events: I would attend Baylor and Texas A&M alumni events, particularly in Houston. I would get to know fellow alumni, learn about their businesses, and stay in touch with people whose work overlaps with my transactional interests.

3. Local business association meetings: I would attend local business association meetings to meet owners and learn about the issues they face. Participating consistently would help me build relationships with potential clients and referral sources.

4. Educational lunches for business owners: I would host small educational lunches on practical legal topics for business owners. These would give potential clients a chance to ask questions and become familiar with the type of work I do.

5. In person AI build sessions: I would participate in in-person AI build sessions and hackathons. My interest in building software gives me a natural way to connect with developers and founders whose growing businesses may eventually need transactional legal services.

Seminar Outline

From AI Demo to Actual Business

A lunch seminar for developers and founders turning AI projects into businesses.

- **Starting the company:** Choosing a business structure and separating the business from your personal affairs.
- **Working with cofounders:** Establishing ownership, responsibilities, and what happens if someone leaves.
- **Knowing what you own:** Sorting out rights to code, data, and work contributed by teammates or contractors.
- **Signing your first customers:** Understanding the key terms in customer agreements, including payment, deliverables, and liability.
- **Preparing to grow:** Keeping records and agreements organized for future investors or a sale.
- **Questions and discussion:** Applying these topics to projects attendees are building.

Reusable Marketing Prompt

Replace the bracketed fields for each new marketing piece.

Create [type of marketing material] for The Richter Firm, PLLC, aimed at [specific audience].

Practice focus: Transactional legal services for entrepreneurs, AI developers, and startup founders.

Topic: [The business or legal issue this material should address.]

Goal: [What the reader should do next—for example, attend a seminar or schedule an introductory conversation.]

Main message: Explain why this issue matters to the reader's business and how a transactional lawyer could help. Use concrete situations relevant to the audience.

Voice: Clear, approachable, and professional. Use plain English. Avoid legal jargon, exaggerated claims, scare tactics, and generic sales language.

Structure: Lead with a compelling headline, explain the practical benefit, and finish with one clear call to action. Keep the material appropriate for [format and length].

For visual materials: Use warm ivory, charcoal, and restrained brass accents. Pair elegant serif headlines with clean, readable body text. Favor generous spacing and a simple layout.

Details to include: [Approved event information, contact details, website, or other facts.]

Accuracy: Do not invent credentials, clients, results, testimonials, or event details. Flag missing information. Identify legal claims that need verification before publication.

Class context: The Richter Firm is hypothetical. Label the finished material discreetly as a class concept.

AI Assisted Marketing ROI System

I would use the accompanying Excel workbook to track my five marketing activities. The Expenses sheet records each expense once, along with time spent. The Contacts sheet records potential clients, their primary source, next actions, follow-up dates, status, and fees collected. The Overview compares the activities and calculates marketing ROI as (fees collected minus marketing spend) divided by marketing spend. This measures cash marketing return before the costs of providing legal services; time is tracked separately. I would update the review date and records monthly, then use the prompt below with the summary and anonymized follow-up notes.

AI review prompt: Compare spending, time, contacts, clients, and fees across these five activities. Use only the figures supplied. Identify overdue follow-ups and suggest three practical next actions. Flag missing inputs and small sample sizes. Distinguish observations from hypotheses. Do not invent revenue or assume that attribution proves causation.

The workbook is a blank template. AI reviews are manual; there is no live AI connection.



The Richter Firm, PLLC

A LUNCH SEMINAR FOR AI BUILDERS & FOUNDERS

From AI Demo *to Actual* Business

The legal groundwork
between your prototype
and your first customer.



WHAT WE'LL COVER

Starting the company
Cofounders & ownership

Rights to code & data
Your first customer contracts

HOUSTON

COMPLIMENTARY LUNCH + Q&A

Date & venue to be announced

Bring your questions. *Let's talk business.*

therichterfirm.com

Class concept • Hypothetical firm and event