

FOREWORD

by Reid F. Trautz

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MANY LAWYERS DREAM of building their own law practice, where they can pursue their passion, serve their clients, make a difference in the world, provide for their family, and have time to pursue other interests. Running a law practice is not only about knowing substantive law, but also about managing a business, leading a team, and balancing a full life. How can they create a law practice that is not only successful and ethical, but also enjoyable and rewarding? How can they embrace technology, innovation, and creativity to enhance their services and grow their businesses?

Lawyers have been wrestling with these questions for decades, certainly in my 30 years of practice and advising lawyers on the business and ethics of practicing law. These are some of the difficult questions that this book helps to answer.

I have had the privilege of knowing Ruby Powers for well over a decade, having first met her while she was running her Houston-based immigration practice from Dubai, United Arab Emirates. (Not easy in those days!) I have always been impressed by her enthusiasm, vision, and leadership as she has built her practice while helping others build theirs.

Ruby has built a thriving law practice that serves clients across multiple countries, while enjoying family and other pursuits. She has done so by applying the principles and strategies that she shares in this book, such as developing a purpose-driven practice, adapting to risk and change, and leveraging technology and outsourcing to optimize and automate her operations.

At the same time, Ruby has been a generous and supportive educator, mentor, and advocate for other lawyers, especially those who are starting or growing their own solo or small firm practices. She has held various leadership roles in the American Immigration Lawyers Association (AILA), and in the American Bar Association (ABA), now serving as a member of the ABA TECHSHOW Planning Board—the profession’s premier technology conference. She has also written numerous articles and given countless presentations (many with me) on topics related to law practice management, innovation, and entrepreneurship. Ruby is a role model and a pioneer for many lawyers who aspire to create a law practice that is not only successful, but also meaningful and satisfying.

That is why I am honored and delighted to write this foreword for Ruby’s latest book, which is more than a book on building a law practice. It is about building a rewarding life with a successful law practice. Based on her own success as a busy mother, business owner, community volunteer, and bar association leader, this book is a comprehensive and practical guide for lawyers who want to create and manage a law practice that reflects their values, vision, and purpose.

This book covers everything from setting your mission, gaining clarity on your values, developing and growing your business, and working on that business while enjoying a robust personal life with family, friends, or other interests. Ruby draws from her own experience and insights to provide readers with a unique book that draws from the legal profession but bridges the entrepreneurial gap found in many books. She also provides useful tools, templates, and checklists that lawyers can use to implement the ideas and strategies in this book.

Whether you are a new or experienced lawyer, a solo or small firm practitioner, or recently departed a large firm for a smaller firm, you will find valuable and relevant insights in this book that will help you improve your law practice *and* achieve your professional and personal goals.

I congratulate Ruby on the publication of this book, and I thank her for sharing her wisdom and expertise with the legal community. I also thank you, the reader, for choosing this book and for embarking on this journey of creating and managing a law practice that you love. I wish you all the best in your law practice and in your life.