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## **Attracting Legal Business With Strong Marketing Skills: A Q&A With OnTrac's Gary Mitchell**

**"The business side of the law isn't taught in law school. Having people skills, leadership capabilities, and the capacity to market well are all going to make attorneys more valuable to employers."**

By Kenneth Artz | January 12, 2022



Gary Mitchell, CEO and founder of OnTrac Coach. Courtesy photo.

The job market for lawyers is shrinking. To get ahead these days lawyers need to be business-savvy, too, says [Gary Mitchell](#), CEO and founder of [OnTrac Coach](#),

Texas Lawyer spoke recently with Mitchell about his new software app and how it focuses users on the soft skills needed to find success as an entrepreneur, leaving them with more confidence that will help them get a job or start a practice of their own.

**Can you tell us a little bit about your background?**

Gary Mitchell: I've always been an entrepreneur. I started my first business, building national events, at the age of 25. I found that I most enjoyed work that allowed me to help others though, which led to me running a political campaign and coaching the candidate in 2005.

My client needed advice on everything — public speaking, debating, shaking hands. I quickly began to witness this person benefiting and growing from the advice I was giving them. It was incredibly rewarding!

The candidate's friend, who was a lawyer, suggested that I look into coaching in the legal industry, because many lawyers don't have entrepreneurial skills. I did some research, and found that this was the case. So, I began to network and grow my business, and now here we are, more than 15 years of coaching later.

### **When did you realize there were too many attorneys and not enough jobs?**

I realized that there were more lawyers than jobs, fairly early on. Now, in the midst of a pandemic, this is more true than ever, with many practices laying off attorneys or shuttering completely.

Lawyers really need to set themselves apart if they are going to find work at a firm these days. One of the qualities they need is the ability to attract business with strong marketing skills.

### **What is your app and what does it do?**

The OnTrac Practice Builder app is an A-Z guide on how to grow a law practice or firm. Highlighting the issues that lawyers face that aren't taught in law school, like business development.

With the pandemic still very much a part of the world today, I wanted to make sure that users would get some valuable takeaways that would support their business. The app starts out by teaching users how to create the ultimate mindset, and then moves into subjects like practice management, client service, marketing, business development, HR and leadership. It really encapsulates every single issue a lawyer would face when starting up their own practice.

The app was designed to take about 9 months to complete, with each module taking a month to work through. Each module has self-assessments, advice and tips. Once you complete a module the next one opens up.

### **Why do attorneys need your app?**

Now more than ever, it is imperative that lawyers are able to stand out amongst the crowd. The business side of the law isn't taught in law school. Having people skills, leadership capabilities, and the capacity to market well are all going to make attorneys more valuable to employers.

This app is going to guide lawyers through the entire process of running a law firm, one step at a time.

**How does your app teach attorneys the business skills they need that they're not learning in law school?**

It's ironic, but some of the most brilliant attorneys are the worst business people. That's not their fault though, business skills aren't taught in law school, it's all technical. Even when lawyers do get hired at a practice, they still aren't taught any entrepreneurial know-how.

Rainmakers who can schmooze and bring in top clients are revered, but these types of lawyers are rare. My app guides and coaches the average attorney to become rainmakers in their own right.

**Where can they get it?**

The app is available on my [website](#).

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