

# Popular Threads on Solosez

## Firm Shirts [Water Cooler]

Our small firm (3 attorneys and 3 support staff) has decided to get shirts identifying the firm, and I am looking for ideas on what type of shirt (t-shirt, polo, denim, etc.) and what it should say. The senior partner suggested on the back to say "talk is cheap until you talk to an attorney", I think he was joking.

I believe this would be good marketing for the firm when we are out doing civic activities. I am working a booth at the County Fair tonight and wish I had a shirt that identified the firm, which prompted the decision.

Any ideas?

Kim Literovich, Glenwood, Minnesota

Depending on what you want to spend...if you just want nice, logo shirts, places like Lands End do them quite nicely...if you want to create art and sayings and things, I'm a big fan of cafepress.com (even got my own little shop there just for fun...) There are several sites besides Cafepress that let you design items, including zazzle.com, if you want comparison, but cafepress.com really does an excellent job and has lots of choices in terms of shirts, colors, sizes, etc.

Feel free to email me offlist if you need details about set up, art, etc., it's really quite easy but I've got some shortcuts I've saved over time in terms of sizing, etc that could be helpful.

Elizabeth Gloger

Other than "We Sue 4 U",

How about one billboard I saw ( I believe it was put up by the ABA when they had their convention in Orlando years ago), something like:

In large print:

"Rights Freedom Justice"

in smaller script Without lawyers, they're just words.

Ronald A. Jones

Former 'sezzer Jonathan Stein just had this done for his firm. He e-mailed a logo to Land's End, and they embroidered it onto polo shirts. If you contact him at jonathan@jonathangstein.com, I'm sure he'll be happy to discuss it with you.

Lisa Solomon

Yeah, yeah, and where did Jonathan go anyway? Did he secede to BIG



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LAW? Or, were we really that uninteresting?

Arthur B. Macomber, Coeur d'Alene, Idaho

Jon's most definitely still solo, and loving it. He's hanging out over at Solomarketing now. His blogs are

<http://www.thepracticeblog.com/>

and

[http://jonathangstein.typepad.com/california\\_personal\\_injur/](http://jonathangstein.typepad.com/california_personal_injur/)

and his website is at [www.jonathangstein.com](http://www.jonathangstein.com).

Give him a holler - tell him I sent you ; - )

Lisa Solomon

I'd worry who'd wear them? While doing what?

I'd want something very low key, e.g.,

Attorneys work with you.

Is your civic rent current?

John Page

Denim -- goes with shorts or "business casual" with jacket polo does, too  
T-shirt says "just folks" but you're somewhat limited where you can wear it

I'd go with denim

Carolyn J. Stevens, Lolo, Montana

Isn't it time for Firm Shirt for SOLOSEZ?

If we order 4400 [one for each Partner and for a significant other] do we get a discount?

Suggested logos :

A. My Solo Lawyer Can Beat Up Your Lawyer

B. Solos Do It By Themselves

C. Solo Contendere

D. Solo : Better Quality At Lower Cost

E. Your Suggestion?

Charlie Abut

How about "Lawyers do it in their briefs" Check this out

<http://www.cafepress.com/tvtee/1168558>


Lew Wiener

There is a great business and affordable that does this (and they'll ship to you). Contact:

Pat Lawlor Hyperstitch, Inc. 117 W. Prairie St. Marengo, IL 60152 (815) 568-0590 pat@hyperstitch.com [www.hyperstitch.com](http://www.hyperstitch.com)

Tell her I sent you!

TJ Thurston, Huntley, Illinois

I like E: "Your Suggestion?" 

WDJiii Walter D. James III, Grapevine, Texas

I don't know about a discount, but maybe we can do a cross-marketing deal with the USA Network.

Barry Lippitt

"My Time, Your Dime"

"Talk Is Cheap" front side "Till You Hire a Solo" back side

Charlie Abut


Slug lines:

Solo lawyer--a majority of one!

Solo lawyer--1 forrest, 1 bull moose.

Solo lawyer--the power of 1!

John Page

Is this a bad time to remind people that we aren't all solos? Some of us are two or three times that size... 

Amy Ondos

Irony to ponder ---some years ago, the firm I was with handed out firm shirts at Christmas (along with bonuses, they weren't chintzy). I was fired before it was warm enough to wear mine.

Robert Thompson

They're cheap, and once the artwork is in it's pretty easy to get them done, so get a run of all and see which you like best. But IMHO denims are too casual and the standard is pretty much polos.

Just brings to mind a present from the GC at an Internet company where I worked (PSINet). Entire legal department was given a pretty nice sport jacket in their size with this silly (really, really, really silly) crest embroidered in the pocket. Had a PSINet logo, and some blurb about the legal department. Took a nice jacket and made unwearable outside the office doors.

But hey, I still wear Ts and polos from every place I ever worked.

Roger Traversa

I like the look of a T-shirt best. If a shirt has writing on it, it's a casual shirt so why not be as casual as possible with the T-shirt.

Roxanna Kaz

For a classy look and feel, I like the soft microweave fabrics.

William B. Richards, New Albany, Ohio

"I'm a solo in a 2,200 lawyer firm. Getting the job done for less, Solosez."

Bruce Dorner

Amy, I always thought that was something people wouldn't want to admit. After all, I'm clearly two or three times the size of most solos. . . . OH! You meant number of attorneys . . .

TJ Thurston, Huntley, Illinois

Wearing one now, but it was from our firm's 30th anniversary party (with beer, Cajun band etc) a few year ago. Navy blue, knit collar shirt with the firm name on the left side and the dates 1972-2002 on the sleeve. Nice, quite but with a message.

Art Mouton

By the way, forgot to mention, the shirts were for staff. We also ordered a batch of "very nice" caps with the firm name on them to give out. What a hit. We still have a few and clients are coming back for more as they are wearing theirs out from overuse. But be sure to get the best for the cap, none of the cheap, plastic thingy on the back to change the hat size. Now, where they are wearing them, I am not sure, hopefully nice places.

Art Mouton

I've just had some shirts done for my small claims judge campaign, and the firm I was formerly with had shirts. I think they work well and would encourage you. Here are some thoughts and/or considerations.

1. Consider getting Union made / made in USA shirts. Certainly this is a plus for my campaign, particularly since I'm running as a Democrat. But no one will get P.O'd at you for wearing Made in America shirts, and some people will be annoyed if they see you in something made in Vietnam. Probably depends a lot on your community, and how many union people

you have in your community.

I'm getting King Louie shirts out of Kansas City. Union made. Just google "King Louie union shirt" on the internet, and you'll find someplace to buy them. The cost is somewhat more than "made in Taiwan", but you can find a range of shirts from \$22-38, depending on what you want.

2. Along the same line, use a local embroidery shop for your work. Good way to make a few contacts, and get your name out there.

3. Consider in advance whether the firm is buying a shirt for all non-legal staff, whether its lawyers only, or whether the staff can buy them, if they pay for them. My suggestion -- buy one or two shirts for everyone on the staff, and also set aside one day a week when they can wear them to the office -- such as Friday. Also, allow them to buy extras, but they have to pay for them. This way, you help build your team, and you encourage your employees to promote the firm when they are out in public.

4. Consider color schemes. Do you have a color scheme on your business cards, website, etc, that you want to promote? Is your practice concentrated in a local area where you might want to consider the colors of the local high school team? (I've done that, and coordinated that color scheme with my billboard, business cards, website, and now campaign shirts.

Optionally, the firm I was previously with allowed everyone to choose their own colors.

5. Consider your firm name on one of the sleeves as well as the traditional pocket area. My campaign shirts have my name and office I'm seeking on the pocket area, and a script "Democrat" Several people have commented that it looks very sharp.

Good luck -- and post a photo of your final shirt on mydocs.

"Aztek" Steve Terrell

I suggest American Apparel as a place to check out for very good quality T's with a nice cut to them -- all made in USA (downtown Los Angeles, actually). Their T's are cut in a more flattering style for women.

I think this very much depends on your part of the country, but around here most women never wear the big men's T-shirts except for maybe sleeping. So while it may cost a bit more, make sure you get something that people in your office will wear. Seems overly obvious as I type it, but I have at least 3-4 Men's XL shirts from my old biglaw job, plus a polo shirt with a huge insignia -- also XL.

The "schwag" we keep using -- my biglaw branded messenger bag. Those are very practical, although of course much more expensive. But they are definitely something to keep in mind. The favorite branded gift from my husband's work has been the canvas chairs -- the ones you take to a soccer game or the beach or a tailgate party that fold up easily and you can carry them. People actually read the company name on those all the time and go "nice!"

Amy E. Clark Kleinpeter, Pasadena, California

I can recommend Spectrum Embroidery.

Randy Russell is the president at 937-847-9905

Frederick Mischler

Hi, I purchased a dozen of these last year for a business that I own. They have held up pretty well, look good and the price is right!

<http://www.amsterdamprinting.com/Default.aspx?FocusId=ProductDetail.ascx&ItemNumber=33361>

daniel castricone

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