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Secrets to A Successful Plaintiff's Personal Injury Practice:  
Learning to Evaluate Cases and Maximize Results  
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## **Things I've Learned from running my own personal injury practice**

- 1. Vision Board & Setting Objectives**
- 2. Client Trust Accounts, Retirement, Finances & Overhead**
- 3. Relationship Building & Referrals**
- 4. Billboards**
- 5. High Maintenance Clients & First Family Members**
- 6. Communications with Clients & Managing Expectations**
- 7. Commitment & Patience**
- 8. Invest in Knowledge**
- 9. Altruism vs. Greed**
- 10. Giving Back**

## Sources

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Lisa Simpson Hoover is the daughter of two retired federal government employees. In 2003, her 70 year old mother had an above the knee amputation as a result of a missed diagnosis when she went into a local hospital emergency room complaining of numbness in her leg. Over the next seven years, she observed up close and personal the commitment of her father as he cared for his disabled wife. Hoover would watch her mother regain her life after being fitted with a prosthetic at age 72 and continue her love of swimming as an amputee. Inspired by her mother's intestinal fortitude and father's commitment, Hoover has become a fearless advocate of marriage, family and civil justice for the clients she serves in her personal injury practice.

Lisa Simpson Hoover is a personal injury attorney specializing in auto accident negligence and premise liability. Licensed in five states including Florida, District of Columbia, Illinois and Maryland, Hoover has been practicing law for over two decades and maintains an office in Atlanta and Chicago.

Hoover is a native of our Nation's Capital, Washington, D.C. She received her bachelor's degree in Journalism from The American University and law degree from The University of Florida. During that time, she was the first African American female on its state, regional and national ranked trial team.

She started her career as a criminal prosecutor in the State Attorney's Office in Sarasota, Florida. She was instrumental in creating the office domestic violence unit working closely with law enforcement.

In 1997, Hoover transitioned into insurance defense litigation. She served as claims litigation counsel for State Farm Insurance Company in its St. Petersburg, Florida office defending policy holders in first and third party auto accident litigation.

In 2000, Hoover accepted a position at State Farm Insurance Companies Corporate Headquarters in Bloomington, Illinois managing bad faith litigation in the company's extra-contractual litigation department. In 2004, she moved to Chicago. In Chicago, she worked in State Farm's Claims litigation office where she would continue to defend the company in a variety of first and third party auto accident cases and also serve as a court ordered arbitrator in non-binding arbitration hearings.

In 2005, Hoover launched The Law Office of Lisa Simpson Hoover. She would leverage her licenses in five states and insurance defense litigation background to offer a multi-jurisdictional personal injury practice.

She is a member of the Georgia Association of Women Lawyers (GAWL) where she currently co-chairs the Buckhead Neighborhood Networking Breakfast. She is a member of the Georgia Association of Black Women Attorneys (GABWA) where she has served as past co-chair of its Fifth Thursday CLE. She is a wife, mother of three daughters and author of an inspirational guide that encourages women to embrace and own their authentic self.