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Thank you for subscribing to my newly designed newsletter. On the third Tuesday of every month, I will be providing resources and ideas to help you stand out in today's stagnant economy. It will include:

- One idea to raise your profile
- A 3-minute audio program to help you create opportunity
- An audio interview with a career and business development authority
- Recent news and useful articles

You may be pleased to know that with your support (and [this April 23, 2009 Q&A with Abovethelaw.com](#)), The Opportunity Maker hit #1 on the Amazon.com list of legal books. ([Buy your copy here](#) in the next 48 hours and I will send you a copy of my 100-page e-book on getting published free.) I have also had the privilege of addressing over 1,000 students and professionals in the past few months (including 18 law schools, numerous conferences and a variety of law firms nationwide)

One Idea

[JDSupra.com](#)



Submit a profile and a few documents to [JD Supra](#) (free for most members of the legal community). Doing so will allow you to enhance your profile and share your expertise. Learn more in [this article](#) I wrote about the company.

Audio

Write an Article in 30 Minutes

Most of us struggle to draft content, but the secret is to treat drafting like a Q&A. Spend 30 seconds writing 6 questions and then simply answer them. The result will be 500-750 words of useful information organized in distinct sections. Consider answering those questions using an audio service that records your answers (I use [Audio Acrobat](#)) and a transcription service (I use [Speak Write](#)) that will process the audio. [Listen here for additional detail.](#)



Featured Interview



Grant Griffiths, Blawging Lawyers

I spoke with Grant Griffiths, the co-founder of [Blawging Lawyers](#), about the value of blogging for legal professionals and ways in which law students can help practitioners jump start their marketing efforts. Grant offers great insight on starting a blog and the time commitment involved in the endeavor. Listen to our interview [here](#).

Press Room

Articles

• June 15, 2009 – *New Jersey Law Journal* - [Summer Associates Can Stand Out by Balancing Fear With Enthusiasm](#)

• June 11, 2009 – *National Law Journal* – [Tap Summer Associates' Web 2.0 Savvy](#)

May – Legal Marketing Association *Strategies* – [Digitally Distinguishing Yourself in the Downturn](#)

• April – *Legal Assistant Today* – Seven Ways Legal Assistants Can Shake Up Their Self-Marketing.



News

• June – Ari was quoted in the *ABA Young Lawyer's* [What I Did Over My Summer Vacation](#)

• May - Ari was quoted in the *ABA Student Lawyer's* [The State of the Summer Program](#) and *GP Solo's* Small Marketing Steps with Big Impact.

• March - Law Talk (New Zealand) publishes favorable book review.

Upcoming Live Programs

- New York – June 30, 2009 (private law firm program)
- New York – July 15, 2009 (public program at the Nassau County Bar Association)

Special Announcement

For the next 48 hours Paula Black will be offering readers who purchase "[The Little Black Book: A Lawyer's Guide To Creating A Marketing Habit in 21 Days](#)" a compilation of advice from more than 30 of the most sought-after experts in the legal arena called "The Smart Lawyer's Toolkit." [Click here for details](#).

Ari Kaplan Advisors provides live programs on business development, organic networking and getting published at law firms, bar associations and law schools nationwide. He is also a law-related ghostwriter and personal coach for lawyers. Founder, Ari Kaplan, is the author of the [Amazon.com](#) bestseller, [The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking and Business Development](#) (Thomson-West, 2008).

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