



USING YOUR BUSINESS BLOG
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November 2009



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The Legal Connection

WHERE LEGAL TECHNOLOGY AND PEOPLE CONNECT

Legal Tech Shows 2010

Have you thought about attending a tech show but aren't sure if you should spend the money or take the time out of your busy schedule? Believe me, I know!

I've been covering [LegalTech NY](#) for years – traveling into NYC each February on the snuffle for the software, gadgets and what not available to help my clients be better lawyers. Last year, I also traveled to Chicago to do the same at [ABA TechShow](#).

Right off the bat, I can tell you they are two completely different types of shows. LegalTech NY is HUGE. For free, you can stroll the extensive exhibit hall, talk to the vendors of legal software and stuff, or hold a digital recorder in your hand. The presentations, however, do not seem to be geared to any single, solo/small firms.

On the other hand the 24th annual [ABA TechShow 2010](#) focuses on practical

technologies that can be put to use in any size firm (including a firm of one).

Here's a sampling of the 15 educational tracks at [ABA TechShow 2010](#):

- Mac
- E-Discovery
- Finance
- Large Firm/Corporate Counsel
- Litigation & Trial Skills
- Marketing/Social Networking
- Mobility
- Practicing in the "Cloud"
- Solo/Small Firm (Two Tracks)

Most recent on the legal tech circuit is [Virtual LegalTech](#). Opening day was November 19, 2009. Additional "live" days are March 18, 2010, May 20, September 23 & December 14, 2010.

Being virtual and all, I had to go snuffle around on opening day. In less than five minutes I was able to upload a pix, enter



my contact info and stop by the [@rocketmatter](#) booth to speak via web cam with Larry Port, CEO of Rocket Matter Law Practice Management software. I was even able to enter a contest to win a snuggie!

Although only "live" certain dates, the rest of the site has content 365. If you are a legal professional, it can't hurt to take a look around, or add your profile with links back to your site.

To become a part of an on going community of legal peeps moderated by [@LegalTypist](#)



<http://www.tinyurl.com/TLCxnGroup>

SMARTER
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Experience
Counts



GOOGLE CONSUMES &
REGURGITATES CASE LAW

<http://scholar.google.com>

Legal sites routinely indexed by Google:

JD Supra & Avvo

Using Your Business Blog to Cut Through the Bull

"At the end of the day, we must think outside the box and utilize our knowledge capital to yield robust and scalable solutions for value-added positioning ... blah, blah, blah, yabba dabba doo."

Does this kind of buzzword bingo and corporate gibberish make you wrinkle your nose and turn away in disgust? Well, guess what. You're not alone. This kind of language is used for one purpose only -- to impress the reader / listener with the speaker's / writer's grasp of corporate lingo. It is NOT, however, an effective way to communicate.

This is especially true in the world of business blogging. Due to the origin of blogs as personal journals, it has become common practice to blog in a genuine voice, to strip away the "BS" and speak frankly like one friend talking to another. As a business owner, this concept might seem a little scary at first. After all, the traditional way of writing corporate website content is by talking to the reader, not speaking with them. But let me assure you that it can help you grow your business in many ways.

It's actually refreshing to speak to your readers in an honest, open manner. Heck, it can be downright enjoyable, and that will come across in your writing. In fact, if you write your blog posts in a genuine voice, your readers will be more inclined to write back to you in response. They can do this by using the reader comment feature that's built into most blogging programs.

The Lecture Becomes a Dialogue

This is the beauty of business blogging in the first place. You can use it to encourage an online dialogue between you and your readers, many of whom will be prospective customers as well. This kind of interaction is priceless, and for many reasons. For one thing, it will make people more inclined to trust you (and, by extension, your company). Your readers will also be encouraged to share your blog with others, link to it, etc. This brings even more readers, more conversation, and more exposure for your business.

But you won't get all of these great things by recycling corporate marketing messages onto your blog. You must have the courage to step forward and own your blog, and to give people some insight into who you are (as it pertains to your business).

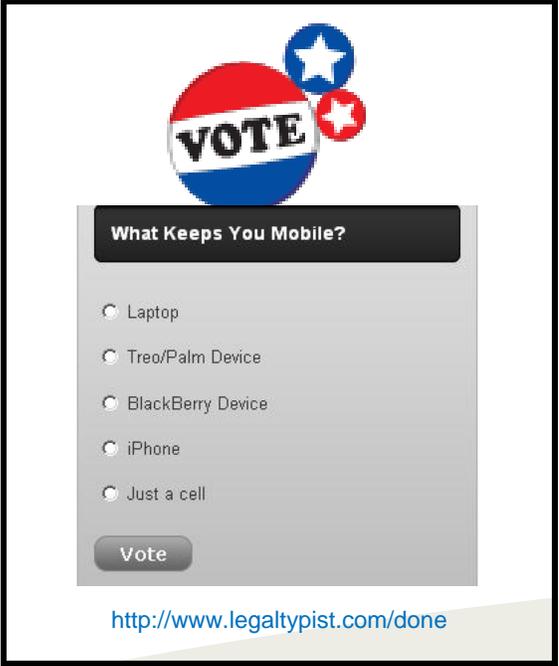
Trust is the New Currency

Here in the U.S., consumers are naturally skeptical of companies. You can thank the Enrons of the world for that. It's the reverse of our justice system. Instead of being innocent until proven guilty, companies are viewed as sketchy until proven legitimate.

This is another area where the business blog prevails. Blogging with passion and sincerity has the potential to break down walls between you and your audience. It will make them more inclined to trust you, listen to you, purchase from you, etc. In turn, this can help you grow your business beyond your expectations. But your blog will not succeed in this way if it's full of corporate speak.

We all have different writing styles because we are all individuals. I'm not saying we should all think, write and communicate the same. I'm saying that people will respond to your blog more favorably if you strip away the "fluff" and speak to them like the human beings they are.

Brandon Cornett publishes a blogging website that offers hundreds of tips on this subject. The website also features a blog directory where you can list your business. Learn more about blog marketing success by visiting <http://www.ceoblogwatch.com> Article Source: http://EzineArticles.com/?expert=Brandon_Cornett



The image shows a mobile poll interface. At the top, there is a graphic with the word "VOTE" in a red, white, and blue circle, surrounded by three stars (one blue, two red). Below this is a dark grey header with the text "What Keeps You Mobile?". Underneath, there is a list of five radio button options: "Laptop", "Treo/Palm Device", "BlackBerry Device", "iPhone", and "Just a cell". At the bottom of the poll area is a grey button labeled "Vote". Below the poll area, the URL <http://www.legaltypist.com/done> is displayed in blue text.

Did You Know....?

Mac vs. PC – buying a new computer

BY: BEN SCHORR, LEGAL IT GUY



It's a toolbox. Get the tool that does the best job for you. For some people that will be a Mac. For others it will be a PC.

Don't buy into the myth that Macs never crash or have problems. They do. I have a friend here in town who runs a Mac store and believe me, his service technicians are plenty busy fixing Macs just like the PC techs are with their gear.

Here are a few tips to get the best performance from your PC (or Mac):

1. Keep it simple. In almost every case when somebody tells me that their PC (or Mac) has gotten slow or unreliable it's because they have 8 documents, 3 spreadsheets, an e-mail client, 9 browser tabs, 2 instant messenger windows, and their practice management software all running at the same time, plus they have a music CD playing in the CD-drive and they're running an assortment of gadgets (most of them freeware/ shareware) that monitor surf conditions, Yankees scores, Fantasy Football, Food Network and their stock portfolio. Their cursor is a dancing cat and their wallpaper is a slideshow of their family trip to Cancun.

If it doesn't need to be running, don't run it. Don't install every program, applet and gadget that catches your eye. All of those shiny things take up resources and some of them don't work and play well with others.

Every now and then look at what you have installed on your machine and ask what you use that for. If you installed Xobni just to give it a try but you never really use it, then either start using it...or uninstall it. All of those little add-ins take up resources and slow things down.

Check and see what programs are starting automatically at startup.

(Start | Run | MSCONFIG on a Windows system) You may be surprised at how many things you have running without even realizing it.

2. Keep it safe. Don't let other stuff install things on your machine either. By that I mean make sure you're running a good, and up-to-date, anti-malware program. Spyware and viruses (and yes, there are viruses for Mac too) take up resources and cause problems too.

When selecting an anti-malware program effectiveness is the first concern, but footprint is the second. By footprint I mean, how much of an impact the program has on your computer's performance. The Symantec/Norton stuff is notoriously heavy (and not extra effective). I prefer a product called NOD32 from ESET, but if you prefer more of a "name brand" you could go with Trend Micro instead.

3. Build it smart. If you have a \$400 eMachine with 512MB of RAM that you got from Costco don't expect it to be a powerhouse of a machine.

Look at what you need to do with the machine and then get the hardware that supports that. If you really NEED to have 11 different applications running at once then you should be getting a machine with enough horsepower to comfortably support that. That means at least a dual-core processor. It means ample amounts of RAM. It means a sufficiently fast disk subsystem. It probably means a video card with sufficient onboard memory.

My desktop has a dual-core 64-bit processor, 5GB of RAM, multiple fast SATA hard drives, a dedicated video card (with dual monitors) and it runs quite well.

4. Do the infrastructure right. If you have a network make sure it's properly configured. Almost every week I get called into review network setups that are convoluted and inefficient. Make sure you have gigabit network cards in all appropriate devices (servers and workstations), and that you have cabling (at least Cat5e) that supports Gigabit networking.

Make sure your configurations (IP addressing, DHCP, DNS, etc) make sense and are properly configured. Remove any unneeded protocols (IPX/SPX being a common culprit) from the network. Understand that wired networks will almost always be faster and more reliable than wireless networks.

5. Stay updated. Vendors (Yes, including Apple) frequently release updates and patches for their software and hardware. Be alert to problems with new updates but as a general rule try to keep your software and hardware updated. Hardware updates are often neglected; your routers, firewalls, printers, even computers may well have drivers or firmware updates that would improve their reliability, security and performance.

6. Reboot occasionally. I sometimes see firms where the users NEVER reboot. Worse, they often don't log out. Aside from the security problem that causes it can also cause performance issues. When you go home from the day you don't necessarily have to turn your machine off, but you should reboot it. When you come back in the morning it will be sitting at the log-in screen, ready to go.

7. Be a skeptic. There are a hundred programs out there that claim to speed up your computer. Most of them are useless in my experience.

Got concerns about performance? Get a tune-up. You can do it yourself or retain a qualified technical expert to do it for you.



Andrea saves time & money using web based technology to control and organize her business.

You can too. Learn how:

Working the Web Wednesdays:

December 02 [Year End Technology Assessment \(http://wtww3.eventbrite.com\)](http://wtww3.eventbrite.com)

December 09 [D.A.F.T. Your Way To Organized! \(http://wtww4.eventbrite.com\)](http://wtww4.eventbrite.com)

Registration Required. Click links above to complete the on line registration process, or e-mail your contact information to support@legaltypist.com to have a LegalTypist Digital Assistant contact you.

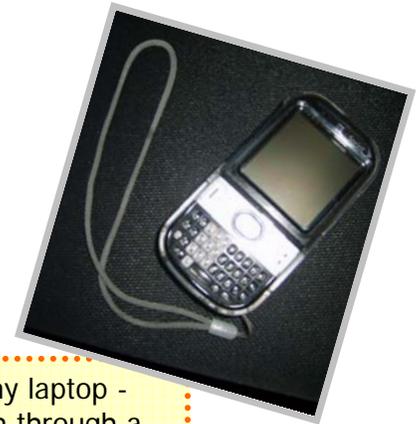
All classes recorded. ©LegalTypist, Inc.

Upcoming Classes

All you need to connect is a telephone and 20-30 minutes starting at noon on Wednesdays.



Palm Centro + Sprint



Real keyboard + touch screen. Like a teeny tiny laptop - really, really. No need to pass your information through a RIM server (theirs or your own Enterprise) or run everything through Google (ewww).

Not expensive either - \$49.99. I have an acrylic cover and added an old camera's wrist strap.

Syncs with Outlook or you can sync to the Palm desktop software included.

It's got a good phone + mp3 player; fast web browsing and apps for twitter and Facebook, etc. You can buy tons of different apps + games and such from Handango.

Palm based Treo's did all of the above long before the iPhone was even a twinkle. ;)

Make sure you get unlimited data plan.

Oh, functionally speaking, I didn't like the new Palm device - the Pre - which is why I still recommend the Centro.

Recently learned of the Pixi but have yet to snuffle....