



Goodbye, Directories; Hello, JD Supra

JD Supra isn't just for lawyers. Others, like Allen Norman of the attorney placement firm [Pursuant Legal Consultants LLC](#) are also using it to get an edge.

The founder of PLC, a retainer-based legal recruiting service, Allen finds attorney candidates for his corporate and law firm clients. It's a low-volume service built on personal relationships, which requires a lot of legwork. In the old days, that could mean digging through rafts of attorney directories big enough to double as doorstops. The revolution in social networking has changed things a bit, and Allen has taken advantage of today's tools—using LinkedIn, for instance, to broaden his network of professional contacts.

Then, reading the [NY Times one morning](#), Allen heard about a new service that seemed to hold a lot of promise: JD Supra.

He's used it—and safe to say, finds it more effective than those old directories. Viewing profiles complete with examples of an attorney's writings, Allen says, "gives you such a deeper perspective on potential candidates." And he's been pleasantly surprised by what he's seeing from JD Supra members. The membership "generally reflects the caliber of person that we're trying to place and find," he says.

Getting your work online is a smart move for an attorney, Allen notes. "If you can't be found on Google, your business is invisible." Now, [JD Supra's application on LinkedIn](#) will bring together two of the social networking sites that PLC uses most heavily in its business, and make it all the more valuable to be on JD Supra. "It sounds like a perfect marriage," says Allen, who knows quite a bit about professional matchmaking.