



The Legal Connection

where legal technology & people connect

2013-09

Fall is in the air!

Long time readers will know that Autumn is my favorite season.

Not only are the sweaty days of summer gone, it is the perfect time to take stock and see how your year has progressed, so as to be able to make changes, if needed, before year end is here.

There are so many things changing all at once here at LegalTypist, it is almost overwhelming!

To start, the new website (with the new service offering and pricing) will be launched at the same time as this issue of the ezine.

That means, if you are reading this in your inbox – you are one of the first to be able to take a peek at what I have been working so hard on all summer long: <http://www.legaltypist.com>

With the new site and packaged Digital Assistant pricing, it is my hope to be able to move LegalTypist forward and enjoy record growth through end of year! <knock on wood> ;)

Along with the website, I have also decided to upgrade my trusty Palm device. My Pixi and I have been together for about 6 years – and she has served me well! But the demise of Palm at HP has forced my hand.

The good news is the dread I had between choosing Apple or Android has thankfully been removed given Microsoft's upgrade to their mobile operating system.

My testing of Office 365 earlier this year also made the choice of device a bit easier as I began looking at Windows mobile devices.

Unfortunately, my budget did not allow for a Nokia Lumina, but I was able to find HTC 8XT on Sprint at which point, it was just a matter of getting the best possible price (\$37.00 delivered with \$36.00 activation fee waived) <-hee

I will report back next month on the transition to this device through Office 365 as it takes place this Friday (so as to have the entire weekend to populate).

In the meantime, if you could take a peek at the new website: <http://www.legaltypist.com> and let me have your thoughts, I would greatly appreciate it!

Finally, I'd like to welcome our new contributor – Trippe Fried, a NYC based attorney who helps businesses and in house counsel Trippe gets to share his thoughts on this month's theme: "Cool"

Until next month!

3 Cool Legal & Tech Conferences

I love legal tech conferences! While I can't attend all of them, these 3 are on my radar every year:



Being held October 24-26, 2013 and now in its 5th year, MILOfest is a Mac lovin' attorney's dream! Created and hosted by New Jersey attorney, Victor Medina, this event gets larger and better reviews every year.

From the speakers, to the venue, to the hands-on learning and networking, MILOfest is a *must attend* event for attorneys who practice law using Macs (or those who wish to). MILOfest also happens to be family friendly and is being held this year at the Disney Yacht Resort.

Sadly, I have never been to MILOfest :(Always a conflict dang it - otherwise you'd find me hopping on a plane and going to learn all I need to know about Macs in law - from those who actually DO PRACTICE law <-a very important consideration for me when accepting tech advice - especially any I pass along to my peeps!



Will Victor grow a beard for MILOfest 2013?!

@bburny (and his jazz hands!) at MILOfest 2012



LegalTech NY

OK all you will learn at LTNY is about eDiscovery - but let's face it, eDiscovery is a HUGE issue right now and what attorney has not been boggled by the amount and type of data that can be requested?

Even if you are not in any way, shape or form in need of an education about eDiscovery - you should still attend LTNY! First - provided there is no ice storm - it is a fabulous time to be in NYC! Second, the exhibit hall is overflowing and can include some great scwhag. Third, the vendor-sponsored events are quite fun and make networking almost effortless.

Please note, I will be hosting a lunch and LTNY Exhibit Hall Walk Through on Wednesday, February 5, 2014. To RSVP: <http://ow.ly/paW2u>



ABA TechShow

It was both an honor and a lot of work speaking at ABATECHSHOW 2013 so not too sure if I'm hoping to be asked back or not.

Whether I speak or not, TechShow is always a great time with a bunch of really great people and I look forward to enjoying my 2014 birthday with as many SuperPassers, LPMs and twitter peeps as I can!

Stay tuned for information on SuperPass - or email techshow@legaltypist.com to be added to the list that is notified when the first groups are forming.



Andrea Cannavina CEO of Legaltypist, Inc., publisher/author [Getting Email Done](#) - a deceptively simple system to process email and get your inbox from overload to organized.

October? Here's what's cool!

4Q BIZ PLAN

Now's the time to do a reality check. See where you are right now and make plans to ensure you take the action needed to deliver a strong year-end. And, at the same time, kick up your results to get into position to make next year your best year ever.

STEPS



1 Get the Facts

Year-to-Date, Quarterly, Monthly, Average Monthly



3 Strategy & Key Actions

How you are going to bridge those gaps and get to your target. Specifics. With milestones.



2 Assess the Gaps

The difference between your target result and the actual result. Note: a surplus is a good thing, but re-target.



4 Execution & Tracking

How you are going to manage yourself and your time to ensure you carry out the key actions & get results.

KEY METRICS



Financial

Revenue, Expenses, Net profit, Assets, Liabilities



Time

Hours worked vs. not worked, how you spent your time. Are you under or over your capacity for work?



Leading Indicators

WIP, new biz/matters pipeline, "product" mix, client concentration, trends.

WHAT TO PLAN



Daily Actions

Specific habits & actions, like "make 3 marketing connections a day" or "block 3 hours for focused work daily."



Projects w/Deadlines

Initiatives that have start & end dates, like "Develop E-Book" or "Choose & Implement PIM Software Solution." Chunk them down into trackable, doable deliverables & schedule them.



Accountability

To the results you are tracking, to your schedule, to an accountability buddy, to a coach.

TIPS & TRICKS



KISS

Start with the data you have or can easily gather. Use your accountant to create data. Guesstimate this time. Benchmark. Directionally correct is OK. THIS time.



Focus on Facts

Facts not fear. Yes, it might be exciting or scary to look at the facts. Get over it. Deal with reality. Choose your targets, go for them.



Turn Pro

"For the professional, the stakes are high and real." Know your business. Know what you want. Be pro.

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New classes starting in October.



Barbara Nelson helps entrepreneurial attorneys move their practices from successful amateur to full pro status. The Practice Target, a 6-month law practice acceleration program, starts in October; schedule a conversation to discuss whether or not it's right for you.

<http://snipurl.com/talk2barbaranow>

Information is Cool.

For a while, I didn't know what to write about for this month's article. I didn't think that I could write about Google Alerts, until I figured out that I could.

What happened? When I saw how they could be used, I saw the power of Google Alerts.

I represent an individual plaintiff who is suing a not-for-profit. That not-for-profit announced that it would be shutting down, and this story made the local newspaper. Because I had a Google Alert for all news related to this not-for-profit, I got an update sending me the article. I thought nothing in particular of it, although that development was going to make an upcoming deposition date difficult. When I called the defense attorney early the next week to discuss the deposition schedule, I asked about this new development. He had no idea what I was talking about. He had a) not seen the news, and b) not been informed of the news by his own client.

Google Alerts kept me better informed about the case than the other side's own client.

Google Alerts can be easily configured to cover a wide range of keywords and sources - you can set up an alert to send new mentions of almost anything whenever it is mentioned on the web, in news, in blogs, video, books, discussions or in all various social networking services.

You can elect to have the results e-mailed to you as they are found, at the end of the day, or in a digest every week. You can also select which e-mail address you wish to use for results. I use Google Alerts for two purposes:

1. To see when my firm, or our attorneys are mentioned in any web service that Google monitors.
2. To get information on others. Any client, or opposing party, that could warrant potential news mentions - I set up an Alert to be notified when their name gets published. I generally set these for "as they happen" and news only as the size of the newsworthy client is getting smaller. Google now indexes the hyper-local Patch sites, which will cover two or three communities. Depending on how active the local editors and contributors are, this can be a very useful way to get news about clients and potential clients from hyper-local sources.

You cannot put a price on information. Knowing as much as possible will enable you to help your clients make better decisions, and to best evaluate every situation and permutation. But even better, this service is free and each Alert takes roughly two minutes to create, at <http://www.google.com/alerts>.

It should be noted that there are reports that Google Alerts is broken. As with most things, there are alternatives. Two worthy of note are Talkwalker Alerts (<http://www.talkwalker.com/alerts>) and Mention (<http://en.mention.net>). I have not yet had a problem with Google Alerts but there are a vocal group of people who have.

Editor's Note: Alerts shut down for me for a little while and nothing came through. However, since coming back "on line" a short time later, I have continued to receive all the Alerts I set up. I also send all Alerts to my gmail address - which I monitor from my personal mobile device. No need to fill my domain email with this type of email.

Random Musings ... Ryan Braun accepted a suspension for the rest of the MLB season in a baseball guilty plea. I'm sure that there's a law-related point to make here, so you should totally fill it in. I'll wait ...

Meanwhile, Alex Rodriguez is still on the field. The Yankees don't look like much right now, so as a Mets fan, I'm kind of enjoying the schadenfreude ...

A friend of mine asked this question: does the NSA monitor spam, and if so, do they know that it is spam? If not, they might have a very different perspective on us (they'd think that I keep winning the lottery, inheriting money from Africa, and meeting Christian singles).



Justin Meyer *Googles himself on a regular basis, but not in the Tracy Jordan way. He focuses his practice on general business, estate planning and administration, and real estate, in Hauppauge, New York. For more information on his practice, go to <http://www.meyeresq.com> or check out his new(ish) blog at <http://legalnotes.meyeresq.com>. He can be reached at jmeyer@meyeresq.com. If you read this far, then thank you.*



THE DROID LAWYER

Cool New Android

We're making the turn to Fall and the cooler weather. That also means we're approaching the holiday buying season, when retail outlets vie for your money. Sometimes, this season is a good time to buy new tech, while in other days it's static. If you're looking for a new piece of mobile technology, here's what to watch out for:

Phones and Tablets

There's dozens of new phones, tablets and devices approaching the mobile market each month. Your best bet will be these cool new Android phones and tablets:

- Galaxy Note 3 – this powerful, Samsung-built phone is big enough to do work on and features many great Samsung-only extras, such as media, camera, and excellent multi-tasking.
- Moto X – this phone is meeting all the marks, and is perfect for the user who wants a phone with great features, but isn't necessarily concerned with high-end performance. What the Moto X lacks in display (you won't even notice) it makes up for in multiple additional settings and smart functions.
- Nexus 4 – Google recently dropped the price \$100 on this device, which means many more people should look at this phone. Having a Nexus phone means you're running the newest Android OS before anyone else. Check with your carrier though; you might not be able to run it or you may have some severely limited functions (i.e. no LTE).
- Nexus 5 – this phone isn't on the market, but we've seen enough rumors and FCC filings to know that Google's going to push this to production and hopefully, before the holiday buying season.
- Nexus 10 – this tablet is Google's 10 inch answer to the iPad. The tablet features a fantastic, blow-me-away screen resolution, with Nexus performance and features.
- Nexus 7 (2013) – this cool tablet will be a great, go anywhere device, that you'll love. I highly recommend this.

Apps

I'm enamored by a few new apps on the market, and you should be too:

- Pocket Casts – a great way to listen to podcasts on your Android device.
- DynamicNotifications – one of the great features of Moto X is the dynamic notifications that allow you to see notifications without having to unlock your device. This app does the same thing.
- Zoom Cloud HD Meetings – this is the answer to secure, encrypted, video conferences on any mobile device.
- Google Keyboard – I made the permanent switch to Google Keyboard on all of my devices.
- Cloud Print – connect your Google account and you can print from anywhere at any time.

Android phones and tablets have a ton of cool features, once you start exploring. Add in some cool apps, and you've given yourself some intense Android power.



Jeffrey Taylor: Jeff's "coolness" comes from his blog, *The Droid Lawyer* at <http://www.thedroidlawyer.com>. You can connect with the cool Jeff online on Twitter at [@jeffrey_taylor](https://twitter.com/jeffrey_taylor), or via Google+. Jeff is also happy to talk about cool Android features, devices, or solutions by email at jeff@thedroidlawyer.com.



Rural Lawyer: 3 Pounds

I'd like to take a moment to heap unabashed praise upon a bit of tech that I picked up on the cheap a few decades back. I know, by the silicon standards of today it's an obsolete antique, but it still keeps on ticking and I've always seemed to find a use for it in my various and sundry endeavors. And while the factory still kicks out new ones every year, it has never seemed feasible (there are some huge ROI issues involved) to replace it with something more modern.

Like all mobile technology, it has gained weight over the years (one can never get the promised functionality or duration straight out of the box) and at this point in my ownership, it tops out just this side of 3 pounds - a little bulky, but still cartable. And like all technology, the user interface has improved as well - granted, it was GUI from the first but over the years has become far more context-sensitive and networkable. Actually, if it weren't for the fact that there is limited threading and no reasonable way to install more memory the little goober would be close to tech perfection - actually, the threading issue is a minor point, as the networking improved, I've found that the little bugger can run in a clustered environment, thus spreading tasks across multiple units.

Now this piece of somewhat aged, liquid-cooled tech may not calculate as fast nor have the through-put of some of the more modern silicon thinking machines warming your desktop, but it is the quietest bit of tech I own and it still trumps when it comes to complex, context sensitive tasks (things like pattern recognition or data evaluation). And yet, I am slowly finding out that when it comes to my law practice, I may (heaven-forbid)

not be using its capabilities correctly thanks in part to (a) my tendency to overload it with piddly little background tasks (one would think that in this day and age I'd have given up on terminate and stay resident apps), (b) a resistance to connect to a broader network (concerns about cost, security, data privacy, workflow issues, etc), and (c) the lack of an owner's manual and virtually no manufacturer support (anything beyond the basic features seem to be left to the user to discover by trial and error).

When I've looked into it, it seems fairly easy to lease capacity from servers in the cloud so there is very little in the way of up-front costs; I just pay for what I use when I use it and the networking protocols are fairly common and universal enough that I don't have to worry about any pesky Mac v. PC issues thus turning off-loading those background tasks into an almost trivial matter. I should note that while I'm not a big fan of the cloud, when compared to the investment I'd have to make to add additional capacity locally and the transient nature of my need for additional capacity, cloud-based solutions have a better ROI at the moment. If I'm honest, there really aren't any good technological or business reasons for me not to add a little cloud-based capacity; what's holding me up are the workflow changes I'd need to implement and after 5 years of doing things one way change is not swift in coming.

Now, if, gentle reader, you've not figured it out, the past 500 words are my humble ode to that piece of wetware that lurks twixt your ears and the power of having staff - be they virtual or physical.

cont'd from previous page

Being at the end of my first 5 year plan, I've been spending some time contemplating where I've been, where I want to be, and looking at what needs to change for that to happen. I have also been looking at what works and does not work for other law firms. Outside of a few elegant approaches to marketing (elegant as in simple yet effective and constructive; utilizing few resources to great effect), the one pattern that keeps repeating is that the really successful firms have staff. Even the firms that use automated document generation, digital dictation software, and all the other silicon solutions to office tedium. It appears that these firms have developed workflows that reduce the lawyer's tasks to developing business and serving clients (aka practicing law); the associated flotsam and jetsam created by those tasks is delegated to staff; staff who use those aforementioned digital tools for their efficiency gains.

So, I've begun to consider where this old dog might be able to learn a few new tricks - things like: having my (virtual) receptionist ask some of the simpler intake questions (name, address, phone, etc) before a caller gets to me or have them handle scheduling initial consultations or making meeting confirmation calls; or using a virtual assistant service (aka: **LegalTypist** -yeah, I know it's a plug for the folks publishing this e-zine and I am a very sporadic client, but frankly if you want a service that knows lawyers, you want them) to handle initial document creation. Change is hard, but I keep thinking about what more I could do, if I could just off-load half of my brain.



Bruce M. Cameron Having decided that going to law school and opening a solo law practice would be a sufficient response to the male midlife crisis, Bruce now practices Collaborative Family Law and Estate Planning in rural Minnesota. When not in the law office, he can be found on his small farm where he and his wife are at the beck and call of a herd of horses, a couple of cats, a few dogs and one extremely spoiled parrot. <http://www.rurallawyer.com>



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Cool.

In college I studied to be a diplomat. International Relations is not well-suited to smart-asses and troublemakers - two of my defining characteristics - and with the exception of Dennis Rodman's recent exploits in North Korea it is hard to imagine a worse person to task with fomenting a love and respect of the United States and its people. So I became a lawyer instead.

International Relations and law are similar in the sense that both require key decisions to be made with imperfect information. The Cold War was a study in guesswork. How many nuclear weapons did the United States have to develop to sufficiently deter an attack by the Soviet Union? Would USSR ships en route to Cuba turn back or open fire if faced with an American blockade? Would developing and deploying an Anti-Ballistic Missile capability deter a Soviet launch or encourage the Russians to use their nuclear arsenal before it was rendered obsolete? In the wake of the Cuban Missile Crisis, the superpowers turned to the technology available to them to ensure that they could connect in the event of an imminent threat and installed the "red hotline" telephone between the White House and Kremlin. From there, information gathering capabilities proliferated with U2 airplanes, satellites, spies, moles, hackers, bots, worms, and cyber attacks. A host of still unrevealed capabilities has no doubt emerged to give decision makers the information they need to make difficult choices.

Law and diplomacy both place a high value on information. Lawyers think (albeit in far more limited terms) along the same lines as diplomats, generals, and world leaders; we strategize to protect clients from competitors, tortfeasors, ex-spouses, and others. How can we best deter others from misappropriating intellectual property and trade secrets? What steps should we take to motivate a party to cure a breach of contract? How do we get the estranged spouse to put his emotions aside and negotiate a division of property in good faith? As with diplomacy, there has been a remarkable proliferation of tools available to gather information efficiently and effectively. PACER gives access to a nationwide database of lawsuits and contains copious amounts of information not only on clients but about judges and attorneys as well. Powerful search engines allow attorneys to find critical and potentially useful information about what motivates the other side, where it is strong, and where it is most vulnerable.

Obviously, the stakes for the world at large are much greater in the International Relations context than in a small business dispute or a divorce spat. But it is remarkable that, from my one-bedroom apartment on the Upper West Side, I can use technology to implement strategies based on what I learned in my days as a diplomacy student. In some ways, the writings of Prussian military theorist Carl von Clausewitz and Cold War Scholar Michel Howard remain relevant even though I'm not facing Napoleon III or Brezhnev.

And that is pretty cool.



Trippe Fried is a lawyer who works with entrepreneurs and businesses and is launching a new tech company that allows businesses to build a legal department in the cloud.



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Calendar

Fri Oct 4, 2013	8:00am – 6:00pm 11:00am – 12:00pm	Pacific Legal Technology Conference - Vancouver Convention Centre WEST 1055 Canada Place, Vancouver, BC #legalchat - theme=mobile apps - twitter
Fri Oct 11, 2013	11:00am – 12:00pm	#legalchat - twitter
Fri Oct 18, 2013	11:00am – 12:00pm	#legalchat - twitter
Wed Oct 23, 2013	12:30pm – 2:30pm	NYC/Long Island Legal Lunch - The Main Event - Plainview
Thu Oct 24, 2013	All day 12:00pm – 1:00pm	#MILOfest - Disney's Yacht Resort Club Free Webinar: Android for Lawyers: Tips, Tricks and Apps - Rocket Matter
Fri Oct 25, 2013	All day 11:00am – 12:00pm	#MILOfest - Disney's Yacht Resort Club #legalchat - twitter
Sat Oct 26, 2013	All day	#MILOfest - Disney's Yacht Resort Club



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