

# Lawyer Meltdown

Presented by

**LEGAL***ease*  
CONSULTING INC

Creating Productive, Profitable and Enjoyable Law Practices

## Lawyer Meltdown Newsletter

April 2009

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## Welcome

**Welcome** to all of the new subscribers to Lawyer Meltdown this month, and for all of you who asked questions. And a special welcome to the new subscribers who found me on [Twitter](#)! Thanks for joining us - we're happy to have you.

**New subscribers have joined us from: Florida, California, Texas, New York, Virginia and Illinois. I hope you all enjoy the Lawyer Meltdown Newsletter.**

Keep those questions and your feedback coming, but **please do not respond directly to this email.**

You can send questions, comments or suggestions for future topics for the newsletter at

[Allison@LegalEaseConsulting.com](mailto:Allison@LegalEaseConsulting.com). I can't wait to hear from you.

## What's New

I did a lot of traveling during the month of April, including travel to ABA's Techshow, which is the focus of this month's newsletter. Rather than doing my typical article-type newsletter, this month's issue includes some great tips I picked up from Techshow. I'm sure that there are at least a few tips in this issue that you can start using *immediately*.

Please take a look at the list of **upcoming events** that I'll be attending, coordinating or speaking at. And if you decide to attend any of these events, please come and say hi!



## Announcing...

My colleague, Paramjit Mahli of The Sun Communication Group has officially launched her new service, **SCG Legal PR Network**. It's a subscription-based service that connects attorneys with reporters seeking legal expertise for stories. It caters exclusively to the legal community.

Here's what Paramjit says:

### **Are you ready to boost your legal practice with SCG Legal PR Network?**

There's nothing like getting some major publicity to build your client base, move prospects along the all important sales funnel while building your credibility as an expert. SCG Legal PR Network, is a very affordable way to start building your expert status. Its simple, we send press requests to our subscribers regularly.

**SCG Legal PR Network is an online network, whose sole purpose is to make connections between lawyers as legal experts and journalists.** This network was created to bridge the gap between law firms of all sizes and the media. Law firms, bar associations, law professors, law schools, legal consultants, legal recruiters, solo practitioners--anyone in the legal industry who needs press attention to gain credibility and increase business.

In the last few months, we've had press requests ranging from broadcast media to top tier magazines, including: *CNN.com*, *Inside Counsel*, *Working Mother*, *Reuters TV*, *New York Magazine*, *Daily News (NY)* and *Lawyers USA*. These are all opportunities to get ink in major media organizations for your legal practice.

**As a thank you for taking the time and trying us out, we are offering a FREE month of**

**Amethyst level membership of SCG Legal PR Network. You can cancel anytime during the month without getting charged.**

Document hosted at JDSUPRA™

<http://www.jdsupra.com/post/documentViewer.aspx?fid=979a83b7-a93c-4e71-bd77-6286f7d24fdc>

Here's a couple of press requests we received last week:

1. Press Request: Reuters TV wants to speak to a lawyer who can comment on the Somalian Pirates. Interview will be about 5 minutes. Questions will range from precedent this case is making etc. Maritime/ piracy law background is definite plus.
2. Press Request: Chicago based publication: Need to talk to legal experts about the privacy issues regarding wireless safety.
3. One of the biggest broadcast outlets in the Middle East, have asked us to find American based legal experts in all practice areas who are fluent in Middle Eastern languages. Take advantage of free month membership of SCG Legal PR Network and start building your firm's visibility.

[Subscribe to SCG Legal PR Network](#)



## Upcoming Events

### Navigating Change in 2009

May 11, 2009, 7:45 a.m., Celebrity Diner, Syosset, Long Island, New York

I'm working with a group of professionals across a number of industries, including finance, marketing, executive and life coaching and professional organizing to put together an evening of networking and information for those seeking new business opportunities in 2009. Whether you're out of work, looking for a new job, a new career or starting your own law practice or business venture, this event is for you. [Email me](#) for more details if you're interested.

### ABA Law Practice Management and Young Lawyers Division Spring Meeting

May, 14-16, 2009, Hotel Monteleone, New Orleans, LA

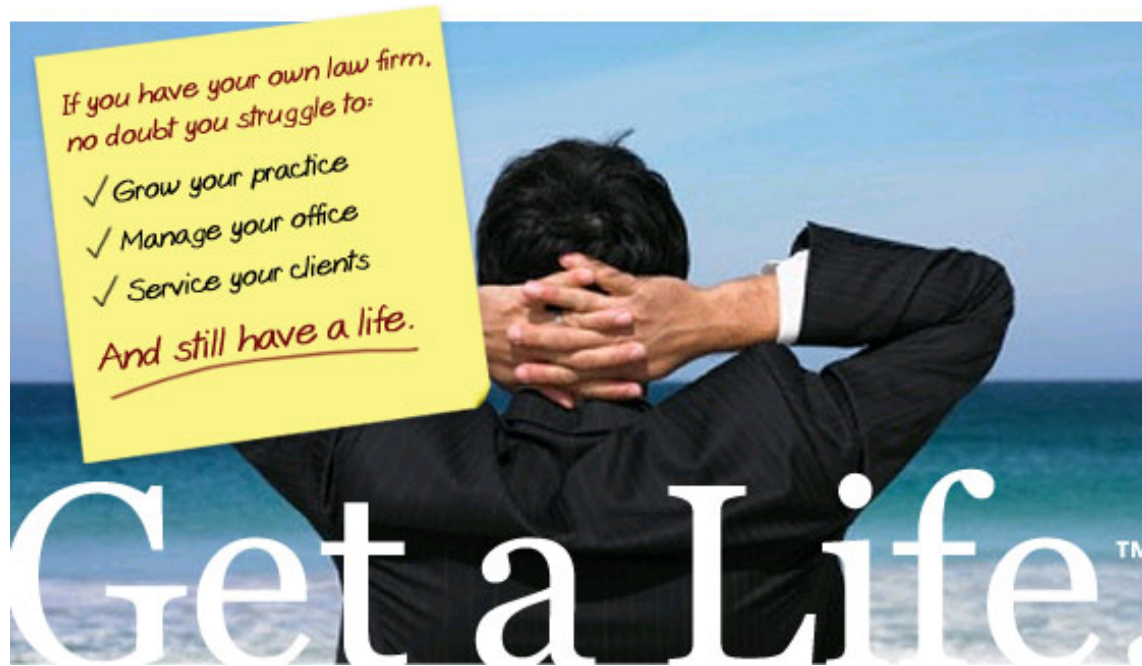
I'll be both attending the conference and presenting. My presentation is scheduled for Saturday morning, May 16 from 10:15-11:15. That portion of the program is entitled, "Taking Charge of Your Practice in Tough Economic Times, and I'll be speaking specifically about updating your resume/bio and practical practice tips, but we'll be talking about many more issues as well. For more information about the conference, see the [conference info on the ABA website](#).

## Total Attorneys, "Get a Life" Conference

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May 27-28, 2009, Hyatt Regency, Chicago, IL

<http://www.jdsupra.com/post/documentViewer.aspx?fid=979a83b7-a93c-4e71-bd77-6286f7d24fdc>



I'll be participating in the Total PMA's "Get a Life" (TM) Conference next month, **Wednesday, May 27 and Thursday, May 28, 2009 in Chicago**. I'm honored to have been asked to participate in the conference, which will focus on ways attorneys can create a successful law practice without losing themselves in the process.

"Work-life balance" has been a big issue for lawyers in the past several years, and this conference will provide attendees with specific tips, tools and techniques from some of the leading experts in the legal world.

**Speakers who will be presenting at the conference include** [Gerry Riskin](#) of Edge International, [Kevin O'Keefe](#) of LexBlog, Nancy Roberts Linder of Nancy Roberts Linder Consulting, [Larry Bodine](#) of Larry Bodine Marketing, [Stephen Fairley](#) of the Rainmaker Institute, and [Alexis Martin Neely](#) of Law Business Revolution, among others.

### Topics that will be covered at the conference include:

- The importance of work/life balance;
- Creating and maintaining professional online relationships;
- The use of blogging and social media to enhance your practice;
- Building effective business development plans;
- Achieving fast, effective results from your marketing efforts;
- Effective and innovative billing practices;
- Getting the most of out on-demand document management;
- Insights on outsourcing;

And more.

In addition to the conference sessions themselves, there will be networking opportunities and great social events. Product hosted at JD SUPRA™  
<http://www.jdsupra.com/post/documentViewer.aspx?fid=979a83b7-a93c-4e71-bd77-6286f7d24fdc>

**I'm looking forward to the conference, and I hope that you'll be able to join me.** For a two day conference with this many great speakers, the Get a Life (TM) conference is already a great value -- but here's an **insider's tip for Legal Ease blog readers:**

You can get **25% off of the registration fee for the program** here:

Link: <http://www.gifttool.com/registrar/ShowEventDetails?ID=1789&EID=4032>

Promo Code: Enter INSIDER upon check-out

Want more information? Check out the [Total PMA Get A Life \(TM\) Conference site](#).

**Thanks to all of my readers and clients for your support! I look forward to seeing you at one or more of the above events.**

## Featured Product



### **How to Grow Your Law Practice on a Shoestring Budget Home Study Version**

Looking for a better way to get quality clients in a challenging economy? Take a look at the Home Study Program, ["How to Grow Your Law Practice on a Shoestring Budget."](#) You can even purchase audios of the individual classes if you aren't interested in the whole series.

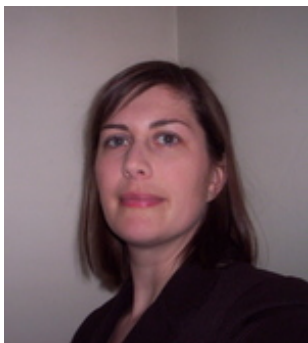
Audio #3 covers the first step in **attracting high value clients** – creating your ideal **client profile**. After all, you've got to know who your best clients are before you can reach them. And once you know who they are, audio #5 will help you create a **marketing message to attract exactly the kinds of clients you want**.

You can buy individual portions of the program or buy the whole series, which includes: strategies for managing your activities to make time for marketing, tips on networking, speaking engagements and writing (audios #1, 2, 4 and 6) as well as tips on getting media attention and establishing relationships with reporters – regardless of the size of your firm (audio #8). And finally, you'll learn how to create

**client loyalty and referrals** through excellent client service (audio #7). [Click here for more information.](#)

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"The 8 week teleclass was the best money I have spent on my law practice (and still is). **The class on Identifying Your Ideal Client alone was worth the purchase price of the whole class.** I definitely saw a difference in my practice after taking that class. The materials are so well put together and have so much information, they are great.

Every few months I go back and redo the exercises, to see if things have changed, if I need to tweak anything and to see what's been working. And, I still listen to the CD's when I'm driving sometimes."

*Leanna Hamill, Attorney at Law*

*Estate planning-Elder Law*

*160 Old Derby St., Suite 25*

*Hingham, MA*

*P: 781.749.2284*

*F: 866.573.6429*

<http://www.hamilllawoffice.com>

"I have really enjoyed listening to both of you. I have learned a lot from both of you, and it has caused me to do a lot of thinking about my clients and my practice. Candidly, the class exceeded my expectations about receiving information to "put it all together" to market my practice.

Thank you both for putting together and presenting a great class."

*Mark R. Callender, Esq.*

*Baton Rouge, Louisiana*

"The seminar exceeded my expectations because it contained so much information that taking the course again is something I think I would do. There were many levels of marketing that were addressed and a ton of information.

My business has grown tremendously as a result of the marketing seminar. I was able to increase my rates, fire bad clients or let them move on. I now have a better evaluating tool for clients and can figure out who will be a good client by objective evaluation of the circumstances. I now have a much better idea of who my ideal client is."

*Vaughn J. Buffalo*

*Buffalo & Associates LLC*

*26 Broadway, 18th Floor*

*New York, NY 10004*

*212-785-3232*

**[Click here to purchase "How to Grow Your Law Practice on a Shoestring Budget"](#)**

To see my other products, visit my [products and services page](#).

## Feature Article

### Tips from ABA Techshow 2009



I attended this year's ABA Techshow in Chicago earlier this month. As usual, it was one of the best conferences I attend during the year. Not only is the programming fantastic, but I have the opportunity to meet many of the 'icons' in the Law Practice Management and Legal Technology worlds.

One of the great things about Techshow is that you get the conference CD which contains materials for all of the presentations, so you don't need to worry if there are several that you'd like to attend at the same time - you can catch up later by reviewing the CD. In addition, after Techshow is over, many of the presenters post their PowerPoint presentations as additional materials which can also be downloaded.

### Here are some of my favorite tips from some of this year's Techshow presenters (in no particular order):

#### Jim Calloway and Nancy Roberts Linder presented Identity Marketing: Creating and Protecting a Brand Called 'You':

- Whether you're a solo practitioner or you work for a law firm, you should 'own' your own name and protect your brand online;
- In addition to searching on Google to see what's online about you, check out 123people.com, zoominfo.com, technorati.com and blawgsearch.justia.com;
- Learn the ABC's of SEO - <http://tinyurl.com/448mdm>;
- **Put your profile online in as many places as possible, and make sure that every online profile, about page and biography conveys the professional image you want;**
- Publish papers/articles and present CLE programs to help establish your expert status;
- Be aware that links to your site are favorable for Google rankings, so be sure all of your online profiles link to your site;
- Get the most mileage out of links to your site by using keywords to link (i.e. the link should be substantive, such as "Long Island personal injury lawyer") instead of just using your name or "click here";
- **Use social networking to build your practice** [Note: if you missed last month's Lawyer Meltdown

Newsletter, check it out - the focus was on [using social networking to build your practice](#)];

- Use examples on your website to demonstrate experience;  
<http://www.jdsupra.com/post/documentViewer.aspx?fid=979a83b7-a93c-4e71-bd77-6286f7d24fdc>
- **Make sure your website focuses on what makes you different from your competitors;**
- Don't forget to make your home page focus on a clear niche and include a call to action;
- Showcase your clients on your site - tell their stories
- Seek leadership roles in organizations to get known, get involved and build your brand and reputation;
- Use podcasts and video to differentiate yourself and tell stories;
- **Distribute news your clients can use** - through email, newsletters, blogs, etc. - and **update regularly;**

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### **Ben Schorr and Peggy Duncan presented on your email inbox -A Buoy for your Inbox: Conquering the Email Perfect Storm:**

- **Remember the 4 Ds for your email: Do it, Delegate it, Delete it, or Defer it;**
- If you delegate it, follow up;
- If you defer it, use flags or the to do bar;
- Use subfolders within your email client to file emails you need to refer back to;
- **Use rules to automate some email processes, or segregate emails to or from clients, etc. ;**

### **Peggy Duncan and Dan Pinnington spoke on the Greatest Hidden Windows and Office Tricks for Lawyers:**

- Create a template or shell of an often-used document by saving the file as a template (.dot) rather than (.doc or .docx) using the Save As command;
- **Save often used pictures and graphics (such as your logo or headshot) as autotext in Word:** Insert the logo as a picture on a page (Insert menu, Picture, From File). Then select it, click Insert, AutoText, New, and give the entry a name (or select, then Alt+F3). When you need the logo in your document, type the name you gave the entry for your logo and press F3;
- **Make use of Outlook signatures for information you send often via email** (such as directions to your office): From Contacts, choose Tools, Options, Mail Format tab, Signatures;
- Doing a PowerPoint presentation and want to navigate easily through your slides? Use the spacebar key to move to the next slide and the backspace key to back up a slide - they're larger and easier to find than other keys that accomplish the same things.
- To jump to a specific slide within a PowerPoint presentation, hit the Alt key and then the number of the slide, followed by Enter ;
- Don't know the number of the slide you want to jump to in PowerPoint? Right click will pull up a menu. Select Go to Slide to find the slide you want to jump to;
- **Hit End to jump to the last slide in your PowerPoint presentation (a tip from Tom Mighell and Dennis Kennedy from a recent podcast - ALWAYS create a conclusion slide that summarizes the most important points of your presentation; if you see that you're running out of time, you can skip right to the conclusion slide and ensure that you cover all of your points, even if you can't get to every slide);**
- Pressing the Home key will bring you to the first slide in your presentation;
- Press B or W on your keyboard to make the screen black or white so that the audience stays focused on you, rather than your slide. Pressing B or W again will bring your slides back;



- Don't forget to disable the power management features of your computer before your presentation (you don't want to have that goofy screen saver come up in the middle of your talk);
- **Useful keyboard shortcuts in Outlook include Ctrl+Shift+M to create a new message and Ctrl+Enter to send a message;**
- Use signatures in Outlook to create email form letters. For example, do you often email instructions to clients about filling out forms, returning documents, etc.? If so, type them once, save them as a signature and enter them into a message in a few short clicks and save yourself a lot of typing!
- Edit a document directly from the Print Preview screen in Word by using the magnifier and then editing as you would normally.

If you liked these tips, be sure to review [What's Happening on the Legal Ease Blog](#), below for even more tips from Techshow -- and plan to join us for the ABA Techshow 2010 next March.

**Do you want to improve your firm but don't know how or where to start? Do you know what you want to do, but can't find a way to get it done? [Contact me](#) to see how I can help.**

## What's Happening on the Legal Ease Blog



Here's a sampling of recent posts on the Legal Ease Blog:


**If you liked this month's article about ABA Techshow, you'll love these posts on the blog:**

Get the most out of any conference you attend by reading [Maximize Your Conference Experience](#).

One of my favorite Techshow sessions not included in the above article was the session on collaboration tools by friends Tom Mighell and Dennis Kennedy. Read more about it in [More Tips from ABA Techshow - Collaboration Tools](#).

If you haven't already heard the 'buzz' about Richard Susskind's book, *The End of Lawyers*, you're missing out. Start catching up by reading [Richard Susskind's Keynote Speech at ABA Techshow is a Huge Hit](#).

## In keeping with the 'tech' theme, how about using technology to boost your business?

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Last month's newsletter article focused on ways to [build your business on the internet](http://www.jdsupra.com/business/computer/newspost-974861393-de71ed77-6286f7d24fdc). JD Supra is one of my favorite ways for lawyers to do that. To learn more, read [Do Something! Get Noticed Online with JD Supra](#).

Have you tried Twitter yet? Wondering what all of the fuss is about? Learn what others are saying about Twitter by reading, [Will Twitter Replace Google?](#)

I am always interested in your comments and input on my blog posts, so please continue to [stop by](#).

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All the best,



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topics for future articles? Send me an email at [Allison@LegalEaseConsulting.com](mailto:Allison@LegalEaseConsulting.com).

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