

## "Martindale Connected" Social Network Grows 10X in One Year

By **Larry Bodine**, a business development advisor with Apollo Business Development. He has helped law firms nationwide attract new clients and generate new business by using strategy, business development training and individual attorney coaching. See [www.ApolloBusinessDevelopment.com](http://www.ApolloBusinessDevelopment.com). He can be reached at 630.942.0977 and [Lbodine@LawMarketing.com](mailto:Lbodine@LawMarketing.com).



Larry Bodine

Martindale Connected, <http://community.martindale.com>, an online social network for lawyers, has grown from 3,000 lawyers when it was launched one year ago to 30,000 members, including members from more than half of the Fortune 500, lawyers from 98 of the Am Law 100, and 10 Alliance Partners from prominent legal organizations and associations.

To date, almost 700 active groups have formed within the community, where members collaborate and share ideas on a number of legal issues, and 2,500 members have participated in community-hosted webinars.

From my own personal experience I can tell you it's a lively group of people led by energetic community leaders. LinkedIn may be 100 times bigger, but the discussions don't go anywhere. In contrast, the discussions on the more intimate Connected are 100 times more active.

Among other things, Connected has led me to:

- Have a live video interview using Skype with community leader Mike Mintz, who was 5,000 miles away in Jerusalem.
- Get the opportunity to lead a live online discussion of virtual law firms on Twitter.
- Met the wonderful people in the Virtual Law Firms group, including Richard Granat, Stephanie L. Kimbro, Joseph Walsh, Alan Wernick, whom I knew "IRL" (in real life), Donna Seyle and many others.

Here's my home page on Connected (see next page):

**Martindale-Hubbell® Connected BETA**  
The premier global network for legal professionals

Home | Find Lawyers & Firms | Legal Library | Products & Services | Professional Resources | Career Center | News & Events

Our site is getting a makeover! Learn More

Search For People Find people by name, practice area, geography, etc. Advanced People Search

**My Profile**  
Edit My Profile

**My Connections (50)**  
People You May Know  
Invite Connections

**Community**  
Blogs  
Forums  
Groups

**Member Directory**

**Legal News and Views**

**Messages**

**Invitations**

**About**  
Get Involved  
Help

**Welcome to Martindale-Hubbell Connected, Larry Bodine!**

**Connected Event: Virtual Law Firms**

- Learn more about the Virtual Law Firms event on our Event Page.
- Join the Virtual Attorneys group to stay on top of our event highlights and special content.

**International Expansion Webinar Now Available**

Did you miss the International Expansion webinar on March 4 when we discussed best practices for preparing organizations for international expansion? If so, you can download the webinar now. (right-click to save; 100MB, Windows Media Video format)

**Recent Forum Topics**

Looking for a group for your region (outside of the US)?  
How do you define a virtual firm?  
'30 - 40% savings available with virtual law firms' Do you agree?  
Is a disclaimer on Twitter sufficient...

[View More Forum Posts](#)

**Larry Bodine**  
Business Development Advisor  
Apollo Business Development  
Glen Ellyn, Illinois  
Your Profile is 100% complete

Check for new message(s)

**Let us know your experience.**

**Have you ever used a virtual personal assistant?**

Virtual personal assistants are a big trend in business these days. What's your experience? After you vote, please leave a comment in the thread below: if you've used a VPA, which company did you find the best? If you haven't tell us why not, and let us know whether you are considering trying this out.

Yes (14.8%)  
No (70.4%)  
Not yet, but I am interested in doing so (14.8%)

For more on this topic, call:

Larry Bodine, Esq.

Business Development Advisor

Tel: 630.942.0977

E-mail: [Lbodine@LawMarketing.com](mailto:Lbodine@LawMarketing.com)

Web: <http://www.LarryBodine.com>

Assisting law firms for 20 years:

- Training lawyers at firm retreats.
- Coaching lawyers to develop their personal marketing plans.
- Developing business development strategies.
- Using technology to market a practice.

