

The following slides accompanied a legal marketing webinar (Part 2 of 2) hosted in August, 2009, by CT Summation

Lawyers Online II: What You Can Do to Make an Impact for Your Practice

1. Part I Recap (Take possession of your name online)
2. Who is your audience?
3. Content marketing: an overview
4. “Case studies” & examples
5. Q & A

By Adrian Lurssen/JD Supra

RECAP

“Google is the new resume.”

First step: take possession of your name online.

- Impact almost immediate
- Use what you already have
- Time investment and expense minimal

Establish a presence on:

- LinkedIn (profile, connect, join groups, Q &A, create group)
- JD Supra (profile, documents, portfolio - search & distribution)
- Facebook (200 million users - good for Search, too)
- Twitter (make time for conversation)

Don't do anything else until you've done this.

Today: Part Two...

WHO IS YOUR AUDIENCE?

Can you visualize them?
(A corny question, but good to answer.)



CUE: Childhood anecdote.

What *Can* We Say About an Online Audience?

- A large number of them will find you via SEARCH
- They don't care about what you need; they care about what they need.
- Those who don't find you in search won't come to you; you have to go to them.
- They are bombarded by marketing messages daily, every step of the way (everyone else wants their attention, too!)
- Best way to connect with them: give them what they want (real information)
- Default setting: marketing message is "OFF"
- Not only can you let them know you exist, you can actually engage (converse) with them.

(If you want to...)

continued...

Your Audience Profile continued...

Three buckets:

1. Some will want to engage your service immediately. They're online and looking. (You want to catch these ones.)
2. Others, a bigger pool, will be prime candidates as future clients. They're online and willing. (You want to herd these ones.)
3. Others might help to steer clients in your direction: colleagues, the media, friends and family, current and past clients.

Your online efforts should take into account at least one (if not all) of these audience “buckets.”

CONTENT MARKETING DEFINED

Q: How do you engage an online audience in the Age of Information?

A: Provide information.

(You already do it offline. Online, real information - text and video, etc - does well in search, it establishes you as an authority, and engages your audience in the moment of their need.)

Content Marketing's agenda is to educate and inform customers and prospects. Content Marketing's slogan is - "Don't pitch. Don't sell. Don't interrupt. Educate, inform and provide value to customers and prospects. Your business will grow."

Content marketing must focus on what is valuable to the customer and must solve their informational needs.

“Content Marketing Defined...”

<http://www.coachezines.com/2009/04/content-marketing-defined-top-ten-ways-to-fail-with-it.html>

Adrian's takeaway: “Think like an editor.”



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[JD Supra: Legal Forms - Sample Family Trust](#) - 6 visits - Apr 16

A **Sample Family Trust** Document. ... **Sample Family Trust**. Contributor: Jim Bowman
FerrisBowman PLLC. SUMMARY: A **Sample Family Trust** Document ...

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[Family Trust](#)

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Contributor Info



[Jim Bowman](#)
FerrisBowman PLLC

Jim Bowman is a founding
member of FerrisBowman
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The LinkedIn Lawyer | May 20, 2009

A few weeks ago while checking email I noticed via a email update that one of my favorite colleagues, Attorney Tom McLain, was following me on Twitter. Although Tom is an attorney in the Greater Atlanta area, and I practice in the C...

“Case Studies”

Georgia Attorney, Jackie Hutter: “The IP Strategist”

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Psyched to be buying Merriweather Post Pavillion (@jeffreyjdavis suggestion) for the drive to N'ville to see an old MIA friend next Monday.

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From 271 blog: no standing to bring false patent marking suit if not directly harmed. Conflicts w/ another case.
<http://bit.ly/q6cb5>

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Convinced client today no matter how good innovation processes are, if he's using traditional IP processes, he is leaving much \$\$ on table

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Name Jackie Hutter
Location iPhone: 40.762634,-73.981750
Web <http://www.ipasse...>
Bio Intellectual Property Strategist, Innovation Enthusiast, Entrepreneur and Recovering Patent Attorney.

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IF YOU ARE PART OF AN INNOVATIVE ORGANIZATION, BUT YOU STILL RELY ON LAWYERS TO DESIGN AND EXECUTE YOUR IP STRATEGY, YOU CANNOT BE REALIZING THE FULL VALUE OF YOUR INNOVATION INVESTMENTS. IN THIS BLOG, JACKIE HUTTER PROVIDES CORPORATE BUSINESS LEADERS, INVESTMENT PROFESSIONALS AND ENTREPRENEURS WITH INNOVATIVE TIPS AND TOOLS THAT WILL ASSIST THEM IN IDENTIFYING, CAPTURING, PROTECTING AND REALIZING IP ASSET VALUE. MOST VALUE TODAY IS IN INTANGIBLE ASSETS. WHAT ARE YOU DOING TO MAXIMIZE YOURS?

Tuesday, May 26, 2009

Looking for Inside Info on the Automotive Bailout and Other Business Issues? It May Be Hiding in Plain Sight in US Patent Assignment Database

One of the under-utilized aspects of available US patent data is the business information effectively "hiding in plain sight" in the [U.S. Patent Office Assignment database](#). While it used to take weeks or months for assignments to be recorded, in recent years, the USPTO has implemented a very efficient electronic filing functionality that results in assignments being available for review almost immediately after being presented for recording. (This is arguably the most efficient process today in the USPTO.) Because most patent owners appear to avail themselves of electronic filing option when recording their assignments, one can find a wealth of information in the USPTO Assignment Branch.

To this end, I recently uncovered an intriguing tidbit of information related to the Automobile Bailout when performing a wholly unrelated patent monetization marketability study for a client. In confirming that a patent was still owned by General Motors, I cross-referenced the patent number in the USPTO assignment database. I found that [in December 2001, the U.S. Department of the Treasury recorded a security](#)



about me

Jackie Hutter
Decatur, Georgia, United States
Jackie Hutter has over 13 years
experience in advising
innovation-driven corporations,
investors and universities on how to maximize
intangible asset value by developing and
executing on IP and patent strategy. She has
established this blog to provide innovation,
business development professionals and




Jackie Hutter, IP Strategist



Jackie Hutter, IP Strategist, Principal
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Practice/Organization Description

Jackie Hutter is Principal of The Hutter Group, a leading provider of IP ("Intellectual Property") business counseling and competitive analytics to forward-thinking organizations that seek to maximize firm asset value by capitalizing on the power of intellectual property. She has over 14 years experience counseling innovation-driven companies, universities and business development and investment professionals in maximizing their firm intellectual asset value. Jackie was named a SuperLawyer(R) in Intellectual Property in Georgia in 2004, and she has been a frequent speaker on IP issues to her

Jurisdiction	Subject Matter	Doc Type	Case/Document Name	Filing/Document Date
Article 	Intellectual Property, Law Practice Products & Services, Science, Computers, & Technology	Legal Article/Newsletter	Innovations in Corporate IP Management: Methodologies to Reduce Outside IP Counsel Costs	05/27/2009
Article 	Business Organizations, Law Practice Products & Services, Mergers & Acquisitions, Science, Computers, & Technology	Legal Article/Newsletter	50% of Venture Capital Investment is Lost: How Your Clients Can Improve These Odds Using the Right Patent Analytics	04/23/2009
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[IAM's hunt for the top 100 IP strategists | Tangible IP](#)

Sep 10, 2008 ... Intellectual Asset Magazine (IAM) is on the hunt for the top 100 global IP **strategists**. In response, the IPEG Blog, from the folks at the ...

www.tangible-ip.com/2008/iams-hunt-for-the-top-100-ip-strategists.htm - 30k -

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[Building an IP strategy reading list | Tangible IP](#)

Mar 23, 2009 ... One thing I've been informally working on is building out a reading list on Intellectual Property **strategy**. I know that there are a quite a ...

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[An IP Strategist's Perspective: A Reality Check for Entrepreneurs ...](#)

Many otherwise smart people believe that they must obtain a patent on their idea to protect their competitive advantage.

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[IP Asset Maximizer Blog: What is an IP Strategist? A Lawyer Who is ...](#)

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Los Angeles Attorney Adrianos Facchetti: “Bankruptcy Filings”

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California DEFAMATION LAW BLOG

Speaking: Social Networking For Lawyers: A Roadmap To Success

POSTED ON MAY 26, 2009 BY ADRIANOS FACCHETTI

I'm pleased to be part of an impressive panel including [entertainment attorney Gordon Firemark](#); [class action attorney H. Scott Leviant](#); [Barger & Wolen Marketing Director Heather Milligan](#), and [mediator attorney Victoria Pynchon](#), *to discuss how lawyers can use and benefit from social media.*

The Details:

[Los Angeles County Bar Association's Second Annual Small Firm and Solo Practitioner Conference](#), June 24-25.

Social Networking For Lawyers: A Roadmap to Success
Thursday, June 25. 9:15 - 10:30 a.m.

In this interactive session we will explore the buzz surrounding social networking and social media tools and how solo and small firms practitioners can effectively employ them to communicate with

Adrianos Facchetti is an Internet defamation attorney in Los Angeles, California. He is Argentinian and Brazilian and speaks Spanish and [MORE...](#)

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Practice/Organization Description

Welcome to my JDSupra profile. My practice covers the areas of defamation, commercial litigation, real estate litigation, land use litigation, unfair business practices, nuisance law, and appellate work as well. My firm uses cutting edge technology to produce better outcomes for my clients and keep fees low. My primary focus is giving quality services to my clients. I will devote all my



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Bankruptcy Battle: Chrysler Plaintiffs Say They Deserve Their Day in Court - ABC News

Source: www.abcnews.go.com

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Bankruptcy Filings Chrysler Revamp Plan Could Block Lawsuits From Current Vehicle Owners



Chrysler Revamp Plan Could Block Lawsuits From Current Vehicle Owners - NYTimes.com

Source: www.nytimes.com

The proposed bankruptcy plan would honor existing new-car warranties, but makes no promise it will be responsible for suits brought by owners of vehicles sold before the bankruptcy filing.

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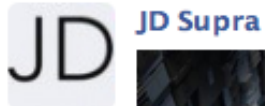
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Source: www.alabamajusticecenter.com

WHAT DEFENSES ARE AVAILABLE TO EMPLOYERS UNDER THE ALABAMA WORKERS' COMPENSATION ACT George Allen Moore Johnston, Moore & Thompson 400 Meridian – Johnston, Moore & Thompson Huntsville, Alabama

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Highlights



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Mr. Gallagher graduated from Stetson University College of Law. After graduation he began practice with a large Tampa firm focusing on insurance litigation. Additionally, Mr. Gallagher served as a Federal Judicial Intern for...

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[North Georgia bankruptcy filings climb 36 percent | ajc.com](#)


May 13, 2009 ... **Bankruptcy filings** in the US **Bankruptcy Court's** Northern District of Georgia rose nearly 36 percent in the first quarter.

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[Bankruptcy Data Project at Harvard - Bankruptcy Filings Database](#)

Total Individuals: total number of individuals in **bankruptcy**. This counts each "individual" petition as one person and each "joint" petition as two people. ...

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[Real estate bust has them filing into bankruptcy hearings - St...](#)

Mar 22, 2009 ... The real estate bust has reached a point where it can be measured by the line outside the office overseeing **bankruptcy** cases.

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[Recession drives Grand Rapids area bankruptcy filings up nearly 40 ...](#)

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This Blog is authored by British Columbia ICBC injury claims lawyer [Erik Magraken](#). Erik is a partner with the British Columbia personal injury law-firm MacIsaac & Company. He restricts his practice exclusively to plaintiff-only personal injury claims with a particular emphasis on ICBC injury claims involving orthopaedic injuries and complex soft tissue injuries. Please visit often for the latest developments in matters concerning BC personal injury claims and ICBC claims.

Please note that this blog is for information only and is not claim-specific legal advice. Erik can only provide legal advice to clients. Please [click here](#) to arrange a free consultation.

ICBC's Trial Policy Gets Judicial Attention

May 27th, 2009

It used to be that when ICBC claims went to trial ICBC would only require the people they insure to participate at trial as necessary. For example if fault was at issue the defendant would testify as to how the crash happened or if the Plaintiff seemed uninjured at the scene the Defendant would share his/her observations with the court.

More recently, ICBC has created a policy where the people they insure have to get extensively involved in the trial even if they have no vital role to play. Reasons for judgement were released today by the BC Supreme Court discussing this ICBC trial policy.

In today's case ([Coates v. Marioni](#)) the Plaintiff was injured 2006 car crash. The at fault driver was insured by ICBC. In the lawsuit the issue of fault was admitted leaving the court to only deal with the issue of the value of the ICBC claim. The matter went to jury trial. Just before trial ICBC made an offer to settle. The Victoria jury returned a verdict just below ICBC's formal settlement offer. The trial judge was asked to decide what costs consequences should follow under Rule 37B since ICBC beat their formal offer (click here to read my previous posts about [Rule 37B in ICBC Claims](#)).

Madam Justice Gerow, who presided over this jury trial, refused to give the Defendant their costs despite beating their formal offer. The Plaintiff was awarded costs through trial. 2 factors leading to this decision were the late delivery of ICBC's formal settlement offer and the fact that the jury award was very close to the formal offer.

In asking that the Plaintiff be deprived of trial costs the lawyer hired by ICBC noted that the Plaintiff attended fewer days of the trial than the Defendant. The court rejected this argument and in doing so discussed ICBC's policy of forcing their insured defendants to sit through trial even if they have nothing to add to the evidence at trial. Below are the highlights of this discussion:



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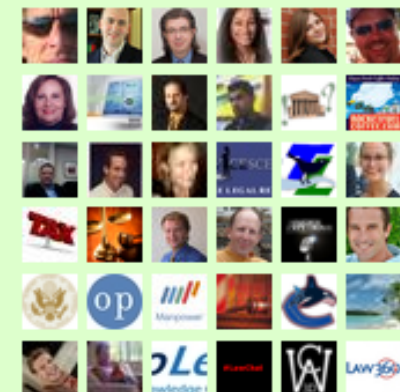
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



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