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Legal Connection

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Prepare for Luck – Write Down Your Goals

If you are prepared, when the opportunity presents itself, you get lucky. Consider this...

Oprah Winfrey was making *The Color Purple* and she was sitting at lunch with Steven Spielberg, arguably the world's greatest director. He was writing in his journal the goals he was going to accomplish: He wanted to start a new company called DreamWorks with two partners, and he was going to make a billion dollars a year.

Oprah asked him, "Can I see your journal?" He handed it to her. After reading his goals, she inquired, "Do you mind if I copy that in mine?" Spielberg was thinking that she was going to copy DreamWorks. She took her name, Oprah, turned it backwards to Harpo Productions, and she wrote, "I need certain people as my partners, and I'll make a billion a year!" The rest is history. She became the first female billionaire.

Why?

Luck favors the prepared. Part of your preparation is writing down your goals. Oprah had prepared herself by writing in a journal. She saw her future. She saw a man who was doing the future. She modeled him. She said, "I am going to be a person of action." Writing down goals and ideas is spiritual law.

Ancient wisdom says, "Write a thing; make it clear; it shall be established unto you." Some of you need to write down your goals.

I teach it this way: "Write 101 goals." That is your preparation. Keep adding to it. Do not cross them out like items on a grocery list. Write down "Victory!" when you achieve them. Oprah became the first female self-made billionaire in history. Many people would say that was luck.

It was preparation before it was luck!

She wanted to be in *The Color Purple*; she read the book 20 times, and she met Quincy Jones. Quincy Jones told Steven Spielberg



Record your thoughts digitally or with good old pen and paper.

"You've got to have this woman in your picture!" The rest is history.

So many people talk about wanting to be lucky. If you don't feel as though you are lucky right now, then you need to focus on your preparation.

Roice Krueger was a co-founder of FranklinCovey, the world's largest training and education company. Amazingly, Roice has consulted for 80% of the Fortune 500 companies. Those companies know that Roice delivers the goods, and they continue to beat a path to his door when they need help!

Article Source:

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When you know where you want to go, you can quickly decide if your actions are moving you toward your goal or away from it ~ Napoleon Hill

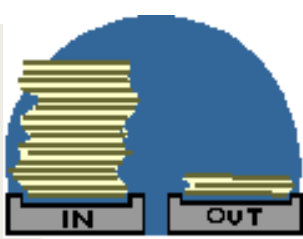
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SMARTER
TECHNOLOGY
Experience
Counts



FRUGAL TIPS - PRINTING

- To use less ink/toner, set your printer to the draft setting
- Use the 2-up layout in Properties to print two pages per sheet
- Use both front and back sides of paper for drafts
- Get a printer that has separate color cartridges or better yet, invest in a laser printer which costs much less to operate
- Use Ctrl+P from most applications to get to the printer controls



The Ins & Outs of:

MARKETING

Marketing Is A System, Not An Event

By: John Jantsch

Small business marketers love the chase. Love the new fangled way to make the phone ring. They love to think of a marketing promotion as a single event. But it's precisely this view of marketing that holds most small businesses back. They fall prey to the "marketing idea of the week" and never fully explore what it takes to create and build a completely functioning, consistently performing, marketing system.

In this article I am going to outline the basic steps that any business can follow on the way to creating their very own marketing system. But first let's explore this word system in the context of marketing. Small business owners have no problem thinking systems when it comes to say, accounting or hiring. When it comes to marketing though, all bets are off. It's as if they are waiting for magic fairy dust to fall upon them with the next great marketing innovation.

Look, effective marketing is little more than creating and operating an effective marketing system. Now, when I use the word system I mean several things. 1) The system is documented – You can't have a system or a step in a system unless you write it down. 2) The system is built on sound marketing principals and 3) You constantly measure, innovate, and refine the system.

Okay, so on to the system building steps.

1) Narrow and define a target market – Small business owners love to say yes. "Sure we can do that." The next thing you know the target market is roughly anyone they think will pay them. You must commit to a narrowly defined target market and you must focus all of your attention upon serving that market like no one ever dreamed of. A narrow marketing focus might be – Estate Attorneys - as opposed to Law Firms.

2) Discover and communicate a core message for that market – Until you can show how your firm is different and offers something unique, you will always compete on price. You must find a way to tell your newly defined narrow target market why you have something to offer that they value. Your core message might be – We show estate attorneys how gain all of the business they can handle - as opposed to: We help law firms.

3) Develop multiple forms of permission based lead generation – No one like to be sold to and more and more advertising is falling on numb ears and eyes. Your lead generation system must be built on several fronts, such as public relations, referral marketing, strategic partnerships, and targeted advertising. Your lead generation message must offer the target market a reason to want to know more. Forget about the sale, look for ways to build trust.

4) Construct a lead conversion and customer reselling process – No amount of leads in the world will help your business if you don't efficiently turn those leads into clients. You must have a plan that maps out what you will do when phone rings, when you make the sales call and when it's time to do more business with the clients you already have. Most small businesses completely ignore this aspect of their marketing, but this is where the real success in marketing lies.

5) Create educational based marketing and presentation materials – Forget about the glossy sales brochure, use your marketing materials to teach how your firm is different, how you solve real problems, how you work, why you work, what you believe and your marketing will be much more successful. Your web site must come from this point of view as well.

6) Define the most important marketing success indicators – Setting marketing

goals for such things as leads, appointments, sales, phone calls, referrals, impressions, mentions and anything else you can think to measure is how you turn marketing into a game and how you keep score of the game. Everyone loves a game and the only way to improve something is to measure how well you are doing in the first place.

7) Build an annual marketing calendar and budget and stick to it – Once you have spent the time and energy to think through steps 1-6 you need to commit your plan to a marketing calendar and then allocate (or at least think about) the money it will take to implement your plan. Once you create a calendar it is much more likely that you will look at the tasks assigned to each month like a "to-do" list. So, instead of whining that you should do more marketing, you simply scratch each item off your list and plan for the next. It's an amazingly simple but effective device Okay...now the last bit of advice.

Every system needs a champion. Either find someone in your organization who does little else but operate the system or hire a marketing professional and charge them with helping you develop, implement and run the system.

Properly fed and maintained, this little marketing system can become the engine that drives your firm's climb to the top.

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John Jantsch is a marketing coach and creator of the Duct Tape Marketing System. You can get more information about the Duct Tape System and download your free copy of "How To Create the Ultimate Small Business Marketing System in 7 Simple Steps" by visiting <http://www.DuctTapeMarketing.com>

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ABA Marketing Tip Article:

http://www.abajournal.com/magazine/50_ways_to_market_your_practice

Technology2Go...

...because mobility is key

I get lots of people asking me about the Palm Centro – truth is I had recently considered switching to the Centro from my trusty Treo, but since no one I knew had one and there were no reviews, I was afraid my “early adoption” would turn into a real life beta test!

The reason I had considered switching is because I have always hoped for two things from Treo: that it be able to connect to a regular sized monitor (which I still think would be really COOL) and that the design advance to make it a little more phone like, so less angular and heavy.

So, Palm certainly hit the nail on the head with regard to the design of the Centro -- not only is Centro smaller than Treo, it is also about 1/3 the weight. According to reviews, it packs a punch too!

Centro gets raves and new color: pink



Most reviews are positive -- not just on Cnet and PC World – but real life Treo users are chiming in with their praise of the Centro:

Elizabeth Gloger, law firm administrator to Persky, Shapiro & Arnoff Co., L.P.A. and an avid Treo user recently commented:

“The bottom line is there is NO crippling of the Centro versus the Treo--the software is the same and in some instances it is BETTER (the Versamail is updated, as is the GoogleMaps, plus there is a nifty new version of Sudoku...). The major difference you might notice is battery life, it's slightly less on the Centro but I'm someone who has her phone plugged in somewhere most of the time (car, office) and I've never had it die on me yet, but it is a little less strength than the Treo.

The sound quality is the same if not better, and most importantly, I ADORE the smaller form factor. I actually feel like I'm using a phone again, instead of this big brick thing. I bought a great clear case from Palm that just

snaps on, totally protects the Centro without making it the least bit bulky. Bluetooth works seamlessly, and I actually find the keyboard to be easier to use than the Treo, and the central navigation key is easier to use as well. I know many people worry about the small form, but honestly, I make LESS spelling errors on my Centro than I did on my Treo. The screen is slightly smaller but the same resolution, which results in things actually looking more crisp and clear--I thought that was going to bother me (smaller screen) but I got used to it virtually the same day and now couldn't tell you the difference.

Although Palm needs to seriously get moving on updating their general software, it's still very usable, still very friendly and this new gadget is the top of my favorite "can't live without it" items. (And I got it in the ruby red, which is just fun--I lose it a lot less because it stands out so much!)

So far, I've had nothing negative with this phone--I'm very glad I got it.”

To learn more check out Digital Trend's video review of the Centro here: <http://tinyurl.com/2tj2wv> or to order a Cento from Sprint for only \$99.00, click here: <http://www.legaltypist.com/sprintcentro.htm>

Got a Technology you just LOVE?!?!

In honor of **Valentine's Day** we're collecting stories.

Tell us your love or funniest technology related story and if we print it

- you get **FairyTale Brownies!** E-mail your 250-400 word

entry to: editor@legaltypist.com by February 7th

(Don't forget to change the names to protect the innocent!)

UPCOMING EVENTS

Mark Your Calendars

- | | |
|------------------|---|
| February 5 | LegalTech – New York |
| February 5 | Solosez Dinner – New York |
| March 13, 14, 15 | ABA TechShow – Chicago |
| May 16 | International Virtual Assistant's Day |
| May 15, 16, 17 | OIVAC (http://www.oivac.com) |

Stay up to date with LegalTypist – www.legaltypist.com/events.htm

BYOB Lectures

Date	Topic
January 30	only \$7! Intro to Digital Assistance
February 7	Working the Web Securely – common sense tips
February 15	Effective E-mail

To register or see all: <http://www.legaltypist.com/events.htm>

COMING SOON: Tune Up My Tech! and Paper - Digital 101 (or where to start?)

Creating Systems to Get Control of Your Practice

The practice of law uses a lot of mental energy, and anything that depletes mental energy unnecessarily or causes additional anxiety is a hindrance. Systems and procedures help reduce anxiety, increase consistency and create loyal clients.

Anything that is done repetitively can be systematized - at least in part. Systems can include checklists, procedures, templates and forms. Examples of tasks or processes that can be systematized within a law firm include:

- Potential client interviews;
- Conflicts checking;
- Depositions;
- Obtaining medical records and/or other evidence;
- Day to day file handling;
- Billing and accounts receivable;
- Closing files;
- Client contact;
- Marketing and business development

When everyone knows who is responsible for what, when, your office will run much more smoothly and your clients will have a much more consistent and enjoyable experience with your firm. And you can focus on bringing in more business and serving your clients well.

Allison C. Shields, Esq.
Allison@LegalEaseConsulting.com
1-631-642-0221
www.LawyerMeltdown.com
www.LegalEaseConsulting.com (blog)



Preventing "Lawyer Meltdown" and Creating Productive, Profitable and Enjoyable Practices



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LegalTypist, Inc.

Virtually@YourService!™

15 Howard Street

Hicksville, NY 11801