



The Legal Connection

where legal technology & people connect

2013-12

Wishes Really Do Come True!

We all know how I feel about Apple's consumer class devices being used for "work" or to hold anything "confidential" (and if you don't – I don't recommend Apple products at all for atty/client work product). However, the widespread adoption by attorneys of iThings has made me dogged in finding a solution that I could live with.

I am happy to report that solution is now out of beta! LegalTypist has been successfully coded into Dictate + Connect - a dictation app for iThings. :)

Finally, all my iTotin' attorney clients can use their fav device to easily and securely process work. All they need do is download and install Dictate + Connect, find the LegalTypist option under Send, USA – and add their user ID. Then go into Quickshare and select LegalTypist, so every file gets sent our way for loading into their System account.

For years I have been wishing for a way to add iPhones, iPads and even iPod Touch devices as options for my clients to process attorney/client work product and I am so happy that wish has come true. In fact, I got so excited; I got the creator of the app excited too! See page 2 for details on how you can win a free license for the full version of Dictate + Connect!

Along with wishing for a way to work with Apple devices, I have long wished for people to PAY ATTENTION to their privacy when "on line". My children have grown up knowing to give as little as possible and to not give anything to any site I would not approve of. Oddly it took the government snooping in the name of the defense of terrorism to actually start making people pay attention. Whatever the cause, personal privacy needs to be protected and I am happy it is now something more web users think about as constantly as I do!

So that's 2 wishes that have come true in 2013... but there's even one more for 2014:

I am so happy to announce that [The Legal Connection Community Site](#) has been reworked and re-launches January 1 with free account for all clients of LegalTypist, Inc.

I have long dreamed of a virtual place for clients to gain access to the educational materials I've created and collected through the years – and I am so thrilled to expand on the concept to be more interactive with monthly webinars and Peer-to-Peer chats, as well as live networking events as well.

All this would not be possible without the site's sponsors and we welcome back long-time supporters: LawCharge, Mozy and Onebox in 2014!

As always, please take a moment to check out the sponsor logos on the last page and click through if you wish to see what special pricing and deals are in place for those connected to LegalTypist.

I truly hope at least one of your wishes has come through for you in 2013 – and that you get at least 2 wishes coming through in 2014!

See ya next year ...



Andrea Cannavina, CEO of LegalTypist, Inc., publisher/author of The Legal Connection Newsletter and moderator of [The Legal Connection Community Site](#).



LegalTypist, Inc.

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SERVICE ANNOUNCEMENT

**DICTATE + CONNECT NOW OUT OF BETA
ALL CLIENTS CAN USE AN iTHING TO PROCESS WORK**



The LegalTypist uploader coded directly into Dictate + Connect (formerly Dictamus) is out of beta and I wanted to be sure you knew that we have officially added iThings (iPads/iPhones) to the list of devices clients can use to process workflow.

If you have not already done so, download and install Dictate + Connect from the App Store, then go into

- o Settings; Sharing; Add New Destination; USA; and find LegalTypist. For ID input add your System ID; hit Return and Save.
- o Also go in and adjust Workflow; Quickshare to select LegalTypist. Once you do that, all files dictated to your iPad/iPhone go directly to LegalTypist and are returned through the System with the firm's other workflow.

Of course, the toll free number and your web based account remain available to get your work to us; as does the secure SendThisFile box located on the bottom of www.legaltypist.com/demo

I hope you will take advantage of the convenience of using a device you already use for so much to also get your client and administrative work done. If you'd like to customize your workflow, including adding dedicated Digital Assistant time, or you have any questions/run into any issues installing the app – please set up a call [here](#).

WIN A FREE COPY OF DICTATE + CONNECT

Send an email to support@legaltypist.com letting us know what you like best about dictation, and you could win a free full licensed copy of Dictate + Connect



**The Legal
Connection**

I Wish for Manners

As I write this, we are on day two of talking about the amazing finish to the Alabama-Auburn game. Just like with any other major sports event, in particular one with a finish that involves "major" mistakes, there were a number of death threats against Alabama's kickers. A college kid, who missed a couple of field goals, is being called any number of names. All of this is happening in the public sphere - the name-callers are doing so on Twitter.

While most, if not all, of these fans were shamed for their reactions (as frequently happens when fans attack players or coaches), another recent Twitter stream was equally vindictive. This one, by a "celebrity," was celebrated - a producer of the Bachelor ran into a woman on an airplane on Thanksgiving Day. While the facts are not entirely clear - it appears that she was being rude - he posted his notes to her, which included various insults.

Social media, in particular services such as Twitter, give us unprecedented access to each other. It also gives us the ability to publish, globally, every single thought that comes to mind. In a moment of frustration, we can now type our invectives and hit send. The thoughts are not limited only to the people in the room. Along the same lines, we can say things that we would never say to people in person. How many people would actually tell Cade Foster to kill himself if they were standing in front of him?

Trippe's column in October talked about his son; he talked about how his son had access to innumerable things that he never could have imagined as a teenager. Our children, and us today, have access to unfiltered global communications. And how we use it will be what makes our society either a place of global understanding, or one big name-calling adventure.

Of course, not all random tweets go without consequences. As the authorities take to social media, they are arresting posters for tweets that are deemed to be "threats." A British traveler's ill-timed and ill-phrased tweet venting his frustration at airport delays (wherein he threatened to blow up the airport) is just one example. Citing "terroristic threats," authorities around the world, including in the US, are quick to assume the worst.

While the internet has served to connect more people to each other, it also seems to have caused more dehumanization. Instead of talking to people, we are talking to faceless cartoon avatars - and while we may be inclined to hit send, in order to voice our rage at those faceless masses, we'd all be better if we remembered that the other keyboard has a real person typing a response as well.

Random musings ... It is interesting to read the criticism and pushback that a lot of people on Twitter have ended up facing after tweeting death threats ... Along similar lines, there are now questions about whether Elan Gale made his entire encounter up ... If he really wrote the notes, his arrogance is stunning ... Some minor league hockey teams run a promotion called the teddy bear toss; when the home team scores its first goal, everyone throws stuffed bears onto the ice, which are donated to charity. We should do that more.



Justin Meyer is an attorney in Hauppauge, NY, whose practice covers estate planning, business law, estate administration, and real estate. He is licensed in New York, New Jersey, and Florida. He tries to be very nice on Twitter, and you can see for yourself if you wish - [@justin_meyer](#). To contact me directly: jmeyer@meyeresq.com or to learn more about my practice, go to my firm's website: <http://www.meyerresa.com>.



Legal Business Development Infographics

As you're no doubt aware, infographics are hot. In my view, that's because infographics are easily consumable written "edu-tainment". Although they're especially valuable for the business-to-consumer market, they can be useful to convey information to anyone. Check, for example, this [Pinterest board of law infographics](#) collected by Gyi Tsakalakis.

I've been collecting infographics that concern marketing, and today I'd like to share the top five with you. If you see one that addresses areas you know you need to work on to build your book of business, print it out and put it somewhere that you'll see frequently. And then, most importantly, apply the information.

1. **LinkedIn Marketing Strategy.** I like this infographic because it addresses a must-do activity that few lawyers use effectively and gives tips for beginner, intermediate, and advanced users. The title is a little misleading in that the strategy is designed to help you gain connections and exposure but doesn't offer a clear path to turn those into new business, but it's a great start and one every lawyer should be working on.
2. **How to Create Content Ideas for a New Client.** Although this infographic is designed for marketers who support businesses, it offers some great tips on what makes for good content. My favorite tip (and one that I share every time I mention legal newsletters or updates) is "Don't reiterate the news. Find a way to connect the news to the client's industry." In other words, share your insights on why the news matters to your readers.
3. **Grow Your Business: Your simple guide to building online.** I have always maintained that the average lawyer is much better advised to outsource technical online marketing, including website building, pay-per-click advertising, and SEO. The technology and the rules change quickly enough that trying to stay up-to-date is impractical for non-professionals. However, you can't outsource what you don't understand. This infographic gives a nice overview and flowchart for using each of these methods, as well as social media (which can be partially outsourced if closely managed) to grow a business or a practice.



Julie Fleming, J.D. helps lawyers at all levels to master the art of building a sustainable and financially lucrative law practice. Julie is the author of *The Reluctant Rainmaker: A Guide For Lawyers Who Hate Selling* and *Seven Foundations of Time Mastery for Attorneys*. She is a frequent speaker for law firms, bar associations, and law schools on topics including business development, leadership, time management and productivity, and work/life integration and serves an international clientele.

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Overview



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Travel Lighter This Holiday Season

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- Improve post-vacation catch-up. Stay on top of your work responsibilities while you're away and avoid returning to a full inbox.

See it for yourself: [Try LogMeIn Pro free »](#)



Even though I'm constantly on the go, I'm never more than an Internet connection away from the critical files and information I need to operate my business – thanks to LogMeIn Pro!"

—Andrea Cannavina, Digital Coach and Master VA, LegalTypist, Inc.

Happy Holidays from the Rural Lawyer.

God gave us memories that we might have roses in December -- John M. Barrie

The fields outside the little law office on the prairie are frozen and the frost seems to come off the grass just a little bit later each morning. Winter's snow has yet to blanket the ground; oh there are still remnants of November's early storms hanging on in shaded north-facing glens, but for the most part the fields are still dressed in autumn's hues. The deer, chased from their summer hiding places by weather and hunters spend their days fattening up on windfalls down in the orchid and the wild turkeys come up to the house to tease my dogs and clean up the seeds spilled from the feeders by their smaller (and lighter) cousins. Thus autumn bids the prairie adieu with a wave of Americana and a soupçon of Norman Rockwell.

It is these brief moments of pause and respite that help bring balance to my solo practice secure in the knowledge that the world is still spinning on its axis and mother nature still works her myriad miracles despite the trials and tribulations that my little silicon darlings may devise as they plot to thwart my attempts to eke out a little productivity before the holiday season drains the impetus from my clients. And so, dear reader, I present to you a few random productivity tips I've implemented over the last year:

- Encrypt the important stuff - granted, this does not improve efficiency but it does help one sleep at night knowing that there is another layer between your data and prying eyes.

- Stop jumping to your inbox's siren call. I've found that I've put about an hour of productive time back into my day by simply reading my e-mail at 8, 12 and 4 rather than every time I'm told "you've got mail".
- Work in blocks. I've found that chunking up my day into chunks of time not only sits well with my OCD side, but actually helps me focus. Unlike my computers, my brain is decidedly single threaded so time slice processing seems to get more accomplished than an interrupt(ion)-based approach.
- Schedule everything. Put everything - from client meetings to bill paying, from phone calls to writing briefs - into your calendar and/or tickler. It helps keep the little stuff from falling through the cracks and lets you go home at night assured that everything really did get done.
- Get up, walk around and pause to smell the roses (or do yoga, lift weights, or primal scream). All work and no play may make Jack a dull boy, but all work and no stress relief gives lawyers heart attacks. Take some time in the middle of the day to do more than just slam a diet Jolt (I'm dating myself - the modern equivalent I suppose is Red Bull) and a sandwich down; get out and exercise. You'll find a little regular moderate exercise boosts your afternoon productivity while reducing the likelihood that you'll be on a first-name basis with your friendly neighborhood cardiologist.

And with that, I wish you a productive new year.



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>

Wish.

Here are my wishes for my clients, colleagues, and profession for this Holiday Season:

First, entrepreneurs, for you I wish the gift of good fortune. The seemingly interminable economic doldrums in which we've been ensconced are slowly lifting. New opportunities are emerging. Be bold. Seize them.

Second, lawyers, for you I wish the gift of insight. The legal economy has changed immutably. The demise of the big law firm as the standard-bearer in our industry has left a vacuum that will be filled by the innovators, the thinkers, and the dreamers. The bench and bar desperately need new leadership. Find a better way to serve your clients.

Third, the administrators – the bar associations, bureaucrats, commissions, and legal industry regulators – for you I wish the gift of vision. See that today's economy demands you overcome the inertia that plagues the industry. Encourage innovation. Welcome new ideas. Reward those who find a better way to serve their clients.

Fourth, the law-markers, for you I wish the gift of strength. Politicians are more jaded and narrow-minded than ever. Too weak or ignorant to challenge any orthodoxy they cling for dear life to their machinated talking points. You cannot be brave without fear. You cannot be strong without bravery. You cannot lead without strength. Lead.



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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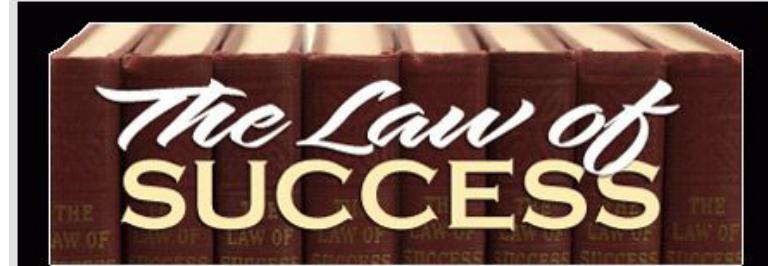
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7. Made me giggle -> Comedian Lewis Black: 8 Reasons Why Amazon's Drones Won't Work <http://ow.ly/rNHMa>
8. What everyone needs to know about marketing automation [@JimConnolly](#) <http://ow.ly/rNN4I>
9. 3 Quick Ways to Build Evernote Use Among Your Team <http://ow.ly/rvVyx>
10. You Don't Need Video on Your Site ... Yet @LeeRosen <http://ow.ly/rF2Nf>

My tweets + tweets I mark as Favorites:

<http://www.legalitypist.com/resource/twitter/>



Courtesy
by Napoleon Hill

Someone has said that courtesy is the cheapest, yet the most profitable, of all traits of a pleasing personality. This may be an exaggeration, but it is not an overstatement to say that courtesy is an essential trait of personality without which no one may become pleasing to his associates.

As to its price, we must admit that it is absolutely free. All it costs is: a positive mental attitude, sincerity of purpose, consideration for the rights and feelings of others, and a willingness to share your blessings with your fellowmen. Observe how all of these principles are interrelated so that the development of one leads to the achievement of others.

Courtesy is the habit of respecting other people's rights and feelings under all circumstances; the habit of going out of your way to help a less fortunate person whenever possible; the habit of rendering useful service without the expectation of direct reward; and last, but not least, the habit of controlling selfishness, greed, envy and hatred.

Courtesy is a reflection of the spirit of fellowship without which no one may have dependable friends. It will often serve as an irresistible force with which one may disarm enemies and antagonists.

Source: **PMA Science of Success**. Educational Edition. The Napoleon Hill Foundation. 1961. Pg. 170.

Launching a Successful 21st Century Law Practice

6 Key features of a 21st Century Practice and FAQs on getting a practice started

Start Learning Now Free





How I have completely integrated Evernote into my life to be more efficient

Most readers of this newsletter are aware that Evernote is a multi-platform application that is built for note taking and many other activities. You make notes, save files and do other related tasks. You find it on the Web, on your phone (iPhone, iPad, Android, BlackBerry or on your computer – PC or Mac).

I have used Evernote for about 5 years, on nearly every platform. I have 2135 notes and almost 100 notebooks. To give you a better idea of what you can do with Evernote, I have created a list of some of the ways I use Evernote to be productive in my personal and professional life:

The Professional

In my law practice, Evernote has proven to be particularly useful for collecting, organizing and being able to quickly access information:

Organizing Research. Although there are many other ways to do it, I will often send the page containing articles I am interested in to Evernote so I can find them and read them later. You can check out my previous article here to find out about saving articles directly from your web browser of choice.

Making Notes. Notes about clients, about cases, etc... I make the note on whatever device is handy (computer, tablet, phone) and then it syncs across all my devices. It is just "there" when I need it without having to think about it.

Drafting Documents. I do most of the first drafts of letters, pleadings, memos, blog posts, and just about anything else that needs to be written, in Evernote. The word processing capabilities of the service are improving on both the desktop client and mobile. When I get close to final on the documents, I usually email them to legal assistant or copy them into Word. Composing on Evernote means that I have access to my documents at every stage and in all places.

Collecting Research. I use Evernote to gather and organize legal research that I find in my primarily legal-research based software. I email and copy and paste the results into Evernote and create notes that track everything from multiple sources. In addition to legal research, this works well for simply researching a product or service you are thinking of purchasing. You can check out my previous article here to find out about saving articles directly from your web browser of choice.

Organizing Documents. For some things on which I am working, I will put documents (usually PDF) into Evernote to create a notebook of documents need at a deposition, drafting a pleading or simply talking with a client.

Interviewing People. When I interview people as witnesses in a case, I usually take notes directly into my phone or tablet or I take handwritten notes then take photos of the notes and load them into Evernote. In any event, I have all my notes for each person and each case organized by tags and in a notebook.

The Personal

Evernote also plays a prominent role in organizing the things I do "off the clock" (if there is such a thing being off the clock):

Remembering items with images. I take pictures of products, potential gifts, groceries and the like that want to remember. I put them into Evernote where I can label them, index and then have pictures with me all the time. Particularly, I have taken pictures of the items my family wants for Christmas and saved them in Evernote so I don't forget.

Bible Study Notes. I attend Bible Study Fellowship weekly and I make notes on the lecture in Evernote, tag all them "BSF" and then everything is in once place as I ponder things.

Check Lists. Evernote is my primary to-do list maker. To spruce things up a bit, I use the check-box images to create items that I can actually "check-off" as I complete them. The nifty thing is I can add to the "to do" list as things come to my mind, regardless of where I am.

Health Records. I try to take a picture on my phone of all my medical records, prescriptions and doctors notes and put them into Evernote so that everything is in one place, in order.

Evernote will not allow you clear up any fuzziness in the distinction between your personal and professional activities. It is however a superb tool for managing your busy personal and professional life more efficiently.



Shawn J. Roberts has 15 years of practical experience as an attorney working with small businesses and the families that own them. He helps people start and grow businesses and helps businesses and families protect their assets through strategic estate planning.





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where legal technology & people connect

Calendar

Wed Dec 25, 2013	All day	✉ LegalTypist Closed
Wed Jan 1, 2014	All day	✉ LegalTypist Closed
Thu Jan 9, 2014	1:00pm – 2:00pm	✉ Social Media & Attorney Advertising Rules: Ethical Issues - Avvo hosted webinar
Fri Jan 10, 2014	11:00am – 12:00pm	✉ #legalchat on twitter - twitter chat ☐
Fri Jan 17, 2014	11:00am – 12:00pm	✉ #legalchat on twitter - twitter chat ☐
Fri Jan 24, 2014	11:00am – 12:00pm	✉ #legalchat on twitter - twitter chat ☐
Fri Jan 31, 2014	11:00am – 12:00pm	✉ #legalchat on twitter - twitter chat ☐
Tue Feb 4, 2014	All day 6:30pm – 8:00pm	✉ LegalTech NY - Hilton - New York ✉ NYC Legal Meet Up Dinner - TBD
Wed Feb 5, 2014	12:30pm – 4:00pm	✉ NYC Legal Meet Up Lunch & LTNY Exhibit Walk Through - NYC Hilton
Fri Feb 7, 2014	11:00am – 12:00pm	✉ #legalchat on twitter - twitter chat ☐
Fri Feb 14, 2014	11:00am – 12:00pm	✉ #legalchat on twitter - twitter chat ☐



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