Resources

Intelligent Marketing for Employment Lawyers

www.intelligentmarketingforlawyers.co.uk

All the references in this PDF are linked directly to Intelligent Marketing for Employment Lawyers and will therefore be of most value to you when consulted in tandem with the book.

However, our aim is to see these Resources grow in time to become a free and open marketing information resource available to all and we welcome all suggested additions.

Please email eugenie@eugenieverney.com *with yours!*

Daniel Barnett
Eugenie Verney

All links checked and functioning 21 September 2009. If you find a broken link, please email Eugenie as above.

Chapter 1

Bruce MacEwen, US lawyer and consultant and host of Adam Smith, Esq, a website focusing on economic and strategic planning for US, Canadian and UK law firms. See www.bmacewen.com/blog.

See in particular http://www.adamsmithesq.com/archives/2008/01/a_contrarian_bounce.html

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There's an interesting article in MacTech, an online Mac computer journal, that includes recession marketing research data. See http://www.mactech.com/adsales/recession_marketing/

MarketingProfs is a very useful site, updated daily and a source of good downloads. See http://www.marketingprofs.com/

Dan Kennedy, "the millionaire maker", is one of *the* top American marketing consultants and author of the No BS series of books which he describes as "no holds barred, kick butt, take no prisoners guides to business success". They're well-written and abrasive. If your politics are even moderately to the left of Genghis Khan you'll have to avert your gaze on occasion, and, as their titles suggest, very focused.

Interesting fact: all Dan Kennedy's businesses use email, but he refuses to use it himself. His websites are:

http://www.dankennedy.com/

http://renegademillionaire.com/

Larry Bodine is a US legal marketing consultant. He has his own website, and owns and runs the Law Marketing portal which has both free and membership areas.

There's a wealth of valuable information on both, as well as links to other good sites:

http://www.larrybodine.com/

http://www.lawmarketing.com/

SWOT template

	Strengths	Weaknesses	
			EXTERNAL
	Strategies for using your strengths:	**Strategies for minimising your weaknesses:**	
	Opportunities	Threats	
	Strategies for harnessing opportunities:	**Strategies for eliminating threats:**	
INTERNAL			

Chapter 2

Google Frank Kern and you'll get more than 420,000 hits. He's something of a legend in his own online lifetime and if you're at all interested in internet marketing you're well advised to listen to what he says. He's also very entertaining. His websites come and go depending on what he's doing, but this one is a fixture: http://masscontrolsite.com/blog/

He also features in quite a few YouTube clips.

Trey Rider, the "Lawyer Marketing Advisor", has a very retro website. The black and white portrait is straight from *Madmen*, but there's plenty of useful legal marketing material to download, such as *17 Fatal Marketing Mistakes Lawyers Make.* See http://www.treyryder.com/

The article referred to (*11 Deadly Assumptions That Kill Your Marketing Program*) can be downloaded as a Word file here: http://www.legalmarketingblog.com/11%20DEADLY%20ASSUMPTIONS%20THAT%20KILL%20YOUR%20MARKETING%20PROGRAM.doc

There's more about Legal Marketing in the resources section for Chapter 4.

Dan Hull is a Washington commercial litigation lawyer who hosts the What About Clients? website and blog. There's lots of good legal business development and marketing stuff to download, like *The 7 Habits of Highly Useless Corporate Lawyers* and *The 12 Rules of Client Service*.

http://www.whataboutclients.com/

Chapter 3

To understand why people say "yes"—even when they want to say "no"—you have to read Robert Cialdini's classic book. Cialdini is a professor of both marketing and psychology and has made "the ethical business applications of the science of influence" his specialist area.

Cialdini, Robert (2007) *Influence: The Psychology of Persuasion* (London: Collins).

Dr Cialdini's website is here: http://www.influenceatwork.com/

Nick Jervis is a non-practising solicitor based in Bristol. Through the company he founded (Samson Consulting Ltd), he provides a legal marketing service for solicitors. He runs a free newsletter and offers free advice through his website: http://www.samsonconsulting.co.uk/

The 80–20 rule, whereby 80 per cent of the effects come from 20 per cent of the causes, is attributed to Italian economist Vilfredo Pareto (1848–1923), who observed that 80 per cent of income in Italy went to 20 per cent of the population. It is now commonly seen across commerce, including—as referred to in the text—the rule that 80 per cent of your sales come from 20 per cent of your clients. It's also known as the Pareto Principle. See http://en.wikipedia.org/wiki/Pareto_principle

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The 2009 BTI Client Service All-Stars survey—of 175 leading US lawyers—found that client focus had become even more important, with 65 per cent of their clients giving it top priority against 60.5 per cent in 2008. Full details here: http://www.bticonsulting.com/PDFs/LSROSeries/BTI%20Client%20Service%20All-Star%20Team%202009.pdf

The 2008 *Legal Week* FTSE/AIM client satisfaction survey found that—again—delivering a uality legal service in a way that suits the client, not the lawyer, was crucial. Cost is not the ost important factor, and the importance of technology is rapidly growing. Full details here: http://www.legalweek.com/legal-week/research/1167635/ftse-aim-client-satisfaction-survey-2008

Tom Kane is the lawyer behind LegalMarketingBlog, which does what it says in the URL. Kane, who now runs a marketing consultancy, acts as an online meeting point for American lawyers and marketers, and his website is updated daily (or near enough). There's loads of valuable information in his posts, and links to other useful sites. Highly recommended. http://www.legalmarketingblog.com/

Marketing Experiments is a research organisation specialising in optimising websites, and Flint McGlaughlin is one of the founders. He and his colleagues host regular free webinars looking at different aspects of online marketing—MP3s of these can also be downloaded—as well as providing reports and a regular newsletter.

Very useful if you're interested in finding out more about working online—and even if you're not, as a lot of the research has wider applications. http://www.marketingexperiments.com/

Chapter 4

Chuck Newton is an advocate of the proposition that we are now in the era dubbed "Third Wave" by author Alvin Toffler—also known as the "post-industrial" society and the "information age". His website is a useful source of information about working outside the traditional "Big Law" legal framework. He updates it most days and offers a refreshingly different perspective on the changing face of American—and by extension global—law.

http://stayviolation.typepad.com/chucknewton/

Janet Ellen Raasch is an American writer and ghostwriter who works with lawyers, law firms and other professional service providers.

Legal Marketing's website, on which her article appears, is the online version of the paid-for UK magazine. Subscription allows full access to the website, but there's also a free area where you can download material from the magazine. There's a good archive. This is the direct link to the quoted article:

http://www.legalmarketingmag.com/xq/asp/txtSearch.niche/exactphrase.1/sid.109DE8AC-CB8C-4D6A-83A8-3E8F411ED6E4/articleid.807C6CA7-1B15-488A-8115-4CD1DEB197CA/qx/display.htm

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Chris Cardell is a prominent UK marketing consultant who gives a British perspective to much of what the American marketers advocate. His website is an excellent source of information, without any sector bias, and includes advice on all aspects of marketing. There's a free newsletter and a mix of audio and written advice available to download. We recommend you spend some time here!

http://www.cardellmedia.co.uk/

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Assessing the competition

How your competitors showcase their services	Firm's name		Firm's name		Firm's name	
	Is this information readily available to clients? ✓ ✗	How well do they do this? 1 = not well 5 = very well or n/a	Is this information readily available to clients? ✓ ✗	How well do they do this? 1 = not well 5 = very well or n/a	Is this information readily available to clients? ✓ ✗	How well do they do this? 1 = not well 5 = very well or n/a
Individual employment law services						
Service 1						
Service 2						
Service 3						
Benefits of being a large firm						
Benefits of being a small firm						
Fee earners' biographies/experience						
Direct dial/email contact details						
Photos of key team members						
Firm's experience—how long established?						
Location of offices—access, maps, etc						
Staff availability						
Client testimonials						
Independent testimony—directory listings, articles, etc						
Fee structure						
Trainings (seminars, webinars, etc)						
Marketing section						

Chapter 5

John Carlton is one of those top American copywriters pulling in millions. He dubs himself the "Marketing Rebel" and has a similar no-nonsense approach to Dan Kennedy but without a suit. For clever and highly entertaining guidance on writing sound marketing copy, you can't do much better than dig about on his website. In fact, just studying how he markets himself is educational. Not a lot of freebies on offer but it's definitely worth downloading what there is. You have to sign up to get them.

http://www.marketingrebel.com/

And have a look at the sample copies of his subscriber newsletter—a lively read!

http://www.marketingrebelrant.com/

Another hugely successful and respected copywriter from the same rough diamond school is Clayton Makepeace. His website has more content than Carlton's. It features a daily blog, to which he and other top writers contribute, and he also hosts a forum. All the topics that feature on the website are indexed well. This is another very good source of tips and advice, and there's a daily newsletter when you sign up for his free reports.

http://www.makepeacetotalpackage.com/

Also worthy of a visit is copywriter John Anghelache's website which features MP3 interviews with both these guys, among others. Yes, all very cosy and a bit incestuous, but if you absorb information better by listening than reading then they're definitely worth a little of your time. Sign up to a free newsletter to gain access: http://www.johnangelcopywriting.com/.

And finally, Canadian copywriter Michel Fortin's website is highly recommended: http://www.michelfortin.com/.

None of these people spam you and whatever they do send is worth reading. Don't be put off by their in-your-face, hard-sell, very North American style. Look beyond that to how they use words to achieve the objectives we outline in this chapter.

Tips for using straightforward language

Don't use long words when short ones will do. Here are some examples:

✗		✓	
✗	additional	✓	more
✗	apprise	✓	inform, tell
✗	ascertain	✓	learn, find out
✗	assist	✓	help
✗	commence	✓	start
✗	component	✓	part
✗	concept	✓	idea
✗	determine	✓	decide
✗	discontinue	✓	stop, end
✗	endeavour	✓	try
✗	establish	✓	set up
✗	expedite	✓	hasten
✗	facilitate	✓	help
✗	implement	✓	carry out, do
✗	initiate	✓	start
✗	interim	✓	meantime
✗	obtain	✓	get, receive
✗	purchase	✓	buy
✗	regarding	✓	about
✗	reside	✓	live, stay
✗	terminate	✓	stop
✗	utilise	✓	use

Don't use several words when one or two will do. Here are some examples:

✗		✓	
✗	as a consequence of	✓	because of
✗	by means of	✓	by, with, using
✗	by virtue of	✓	by, under
✗	for the reason that	✓	because
✗	in accordance with	✓	by, under
✗	in addition to	✓	besides
✗	in association with	✓	with
✗	in case of	✓	if
✗	in excess of	✓	more than, over
✗	in favour of	✓	for
✗	in order to	✓	to
✗	in the absence of	✓	without
✗	in the course of	✓	during
✗	in the event of	✓	if
✗	in the nature of	✓	like
✗	in the vicinity of	✓	near
✗	in view of	✓	because
✗	on the part of	✓	by
✗	subsequent to	✓	after
✗	with a view to	✓	to
✗	with the exception of	✓	except

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Practice description critiques: copywriting rules

Example	Rule 1: You and yours	Rule 2: Benefits	Rule 3: Clear the rubbish	Comments
1	✓✗ Mix of third person and then we/you	✗	✗ ...ethos is still the same ...help clients resolve their problems ... achieve their objectives ... approachable, efficient, cost-effective way	Focus is solely on features.
2	✗ Confusing mix of third person and we	✗	✗ ... gained a reputation for ...partner-led service ...expert advice ...high level of service... ...understanding of commercial realities as well as legal aspects ...ability to act quickly ...proactive approach ...always trying to increase the benefit...	Focus again solely on features.
3	✗ All in third person	✗	✗ ... well experienced in most of the usual legal problems ...can offer advice on a wide variety of subjects ...supported by able and helpful staff	Exceptionally poor—focus solely on features and those are presented badly.
4	✗ All we—and it's even in caps!	✗	✗ ... practical, straightforward legal advice ...cost efficient and client orientated ...not too big/not too small ...professional, experienced team ...offering first class service ...lives in the present and plans for the future	Exclusively about features, littered with jargon. Example of risk of using trade abbreviations when addressing lay public: LSC means Legal Services Commission here, but could also be short for Learning & Skills Council, London School of Commerce, and London Symphony Chorus!
5	✓ All we/you	✗	✗ ...combine experience with innovative approaches ...proud of our past/look forward to future ... embrace modern technology ...provide a comprehensive range of legal services ...capacity to provide a service that is "local"	All features and a lot of jargon.

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Practice description critiques: obstacles of indifference

Example	Who cares? So what?	What's in it for me?	Comments
1	Age of the firm not in itself of any interest. Helping clients resolve their problems and achieve their objectives is part of the job, as is doing it efficiently and competitively. Anyone can acquire a reputation over time—it's what the reputation is for that matters. And what's with the badly-punctuated, disembodied sentence set in italics and within quotes?	Nothing—only reference to benefit is that it will be something experienced *after* instruction. There might be benefits to be had elsewhere on the website, but only if I formulate questions and go looking for answers. No thanks.	Fails completely! Poor content is exacerbated by bad grammar and sloppy punctuation to leave amateurish impression.
2	See above—not interested in longevity unless the firm can show how it's relevant to me. And shouldn't all practices be partner-led and professional?	Nothing—all I'm offered is a list of things the firm says it can do, none of which is outside its basic job description.	Also fails.
3	Oh no—here we go again. The worst example of the lot for playing the life story card. Unless you are interested in family trees and legal genealogy why would any of this matter?	Nothing— the firm says it can do its job as solicitors and has a competent staff. And?	Another failure. Devoting this much space to a firm's history is a major mistake. It is not home page stuff—if you must include it, tuck it right away somewhere.
4	WE do this, WE do that. But what is it WE do for ME?	Still nothing—a lot of jargon and clichés and no substance. The LSC franchise doesn't assure me of anything because I don't know what it means. And doesn't everyone live in the present and, by and large, plan for the future?	A failure.
5	The firm's pride in its past isn't of much interest to me. Or the dynamic future it anticipates for itself and the fact that it values close links with communities. Or its "local" feel, whatever that is.	And sadly, still nothing. Just a lot of words. The innovative approaches might well hold hidden treasures, but how can I tell? And doesn't everyone use "modern technology"?	Fails. I may contact them by email for more information, or I may browse their website to see whether they do indeed provide a comprehensive range of legal services. But I probably won't.

Sample practice description for Adams, Brown and Curtis

> A harmonious workplace is a profitable workplace and you'll want to keep yours that way.
>
> But even the best-run business can sometimes get caught up in conflict and that's when you need a legal team who'll do more than just focus on employment law—you need lawyers who really understand what you're going through when you face a discrimination claim.
>
> That's us. Not only do we just handle employment law work, but we specialise in discrimination cases—and sex discrimination in particular. And as we also only ever represent employers, you can be confident that you're with an expert when we stand at your side.
>
> We have been guiding West Midlands businesses—from SME up—since 1988 and as our client you'll be able to rely on the 80 years' discrimination law experience that our team of 10 lawyers have between them.
>
> Our HQ is easy to find in central Birmingham and we have a second base in Wolverhampton.

Chapter 6

The Chartered Institute of Public Relations (CIPR) is the professional body for the UK's PR industry and practitioner. At the end of 2007, its membership was in excess of 9,500. The CIPR website offers a range of insights into the world of PR. Check out the jargon-buster here: http://www.cipr.co.uk/

Edward Bernays (1891–1995) is acknowledged as the founding father of the public relations industry. One of his uncles was Sigmund Freud, whose psychoanalytical teachings he frequently called upon when devising his methodology, and whose name he was apparently wont to drop widely and regularly.

There's more about Bernays—including a video featuring the man himself—and his campaigns, as well as information about other key PR pioneers, at the American Museum of Public Relations website: http://www.prmuseum.com/welcome.html

The Wikipedia entry on Bernays (http://en.wikipedia.org/wiki/Edward_Bernays) and on public relations (http://en.wikipedia.org/wiki/Public_relations) also offers useful background, although

most of the information stems from the US, as do the virtual exhibits in the museum.

Tom Kane (details in the resources for Chapter 3) includes PR among his top ten marketing tips. *Which is Better: Advertising or Public Relations?* can be found on his blog here: http://www.legalmarketingblog.com/marketing-tips-which-is-better-advertising-or-public-relations.html

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The term "spike" derives from the era of hot metal and typewriters, when journalists produced their copy not on screen but on paper. Their story would pass through several pairs of hands while its fate was decided and at any stage could end up being spiked—quite literally stuck onto a sharp metal stick, about six inches tall, mounted on a weighted base (often a creation of the compositors who set the type). And yes, accidents did happen. There were rather obvious health and safety issues surrounding this method of disposing of unwanted prose, but it also brought with it a great sense of satisfaction and finality.

The spike went the way of the typewriters and compositors when computers arrived in the newsroom in the 1980s, but the mythology lingers on along with the terminology and process. And it's still the case that the one thing you do not want to see happen to anything you offer the media is for it to end up on the spike—and that's what happens 99 per cent of the time.

Look to the top left of his desk and you'll see the spike, with copy stuck on it. Next to it is a glue pot, another feature of newsrooms before the digital age.

Picture: *News and Record*, **Greensboro, North Carolina. It shows city editor Granberry Dixon taking a story over the phone (another largely obsolete newsroom activity), circa 1939.**

Former Tory premier Harold Macmillan has had "events, dear boy, events" attributed to him as his response when quizzed by a young journalist, but there is some evidence that what he actually said was the more stilted "the opposition of events".

Either way, look at it from the more manipulative end of the PR telescope and you might recall the furore surrounding an email sent on 9/11 by Downing Street spin doctor Jo Moore, in which she was reported to have said that it was "a good day to bury bad news". And she was right (factually if not morally): nobody was interested in anything else that day or for many days to come—various dribs and drabs No.10 preferred to draw a veil over vanished forever along with great stories that 24 hours earlier would have grabbed national or even international attention. "A good day to bury bad news" has entered the post-9/11 vocabulary, but what Ms Moore is said to have actually written was the less emotive: "It is now a very good day to get out anything we want to bury."

However, the essence of what she and Macmillan were saying remains the same, so be mindful that something you've been assured will be used can still end up on the spike by default. Not your fault, not the journalist's, just events.

http://www.mantex.co.uk/reviews/oxf-misquot.htm

David Meerman Scott identifies the words and phrases identified by the editors of general business and trade publications as being the most overused. Among them are:

Leading, as in "A leading law firm…" (94 per cent overuse score)

"*We're excited about…*" "*We're thrilled…*" "*We're delighted…*" (76 per cent)

"*Solutions:* you see: it's not just us!" (68 per cent)

"*… a wide range of…*" (62 per cent)

"*Unparalleled*" and "*unsurpassed*" (62 per cent and 53 per cent respectively)

Scott, D. M. (2007) *The New Rules of Marketing and PR* (New Jersey: Wiley.

For further analysis of the difference between "old" and "new" PR, spend some time with Brian Solis (http://www.briansolis.com/), author with Deirdre Breckinridge of *Putting the Public Back In Public Relations*. (2009) (FT Press). Their style is not as light as Scott's, but the content is equally thought-provoking.

Media communications service Vocus was founded in 1992 and describes itself as "the global leader in on-demand software that helps organisations manage relationships with reporters, analysts, and other critical stakeholders. Our software suite helps public relations departments

quickly and easily plan, execute and measure the success of all of their communications programs. Thousands of customers worldwide, including UCAS, MS & L, Coca Cola, Cancer Research UK, Unilever, and Samaritans, rely on Vocus software to more effectively manage relationships and communicate with their key stakeholders". http://www.vocus.co.uk/

Cision's website says it "provides world-class media intelligence services to executives and individuals employed in a range of disciplines, including public relations, investor relations, marketing, and corporate communications. Founded in 1852, Cision UK—formerly Romeike— has been a key player in the media communications market ever since, and continues to support organisations throughout the communications process. With 2,700 employees across 10 countries, Cision serves nearly 50,000 clients around the world and is the largest member of AMEC (Association for Measurement and Evaluation of Communication), the global media research trade body."

http://uk.cision.com/about-cision/

Media.co.uk features discussions, articles and news feeds as well as comprehensive listings of UK media outlets: http://www.mediauk.com/

The cover price for Media 08 (Guardian Newspapers Ltd, 2008), formerly the Guardian Media Directory, is £19.99, but it's discounted at Amazon.

Benns Media guide has over 100,000 media listings across four volumes, and lists more than 280,000 named contacts from over 208 countries throughout the world. There are four volumes, but you're unlikely to need anything but the UK one. The publisher's price is £208, but shop around.

http://www.wbime.com/bennsmedia.htm

Chapter 7

Legal trainers Gwenllian Williams and Michael Farrell head up consultancy deWinton-Williams. It was founded in 2004 and has a client base spanning legal, professional services and finance. They won the title of Legal Education and Training Group Trainer of the Year and Training Organisation of the Year 2008.

http://www.dewinton-williams.com/ourconsultants.html

Will Kintish qualified as a chartered accountant in 1971 and stayed in practice for the next 30 years. He ended his accountancy career as the senior partner on merger with a national firm in

2000 and the following day set up Kintish "to show people in the professional, financial and service-based communities how to attract more business and clients by becoming more confident and effective business networkers".

His website includes a wealth of advice and information to download, and there's also an online shop.

http://www.kintish.co.uk/

Barbara Walters Price is senior vice-president of marketing at American merchant bank Mercer Capital Management. She offers ideas and advice on her blog (which doesn't get updated very often), including her approach to networking (which she admits to disliking intensely).

http://bwprice.blogs.com/Articles/I%20Hate%20Networking.pdf

English poet Elizabeth (Asquith) Bibesco (1897–1945) was the eldest child of British Prime Minister Herbert Henry Asquith. She married a Romanian prince and diplomat in 1919 and travelled with him. She died aged 48 of pneumonia, in Bucharest. A final posthumous collection of her stories, poems and aphorisms was published under the title *Haven* in 1951.

http://en.wikipedia.org/wiki/Elizabeth_Bibesco

Lisa A. Landy is a shareholder in Florida law firm Akerman Senterfitt, specialising in international trade, and was voted 2006 Interlawyer of the year. She is acknowledged as an expert networker. There's more about her here:
http://www.akerman.com/public/attorneys/aBiography.asp?id=492

And there's more about Interlaw here: http://www.interlaw.org/AboutInterlaw.asp

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Case study on the elevator pitch: *What to say before those lift doors open…*

Few marketing concepts scream "American!" more loudly than the "elevator pitch", the short speech designed for delivery in the time it takes for an elevator (or lift, as we are generally still inclined to call them) to get where it's going. In reality, few of us are ever likely to do this in a lift, but the principle is robust. The elevator pitch (or speech) is what you should use wherever you've got a small window of opportunity in which to sell yourself.

But you've got to do it properly. This is how Jill Konrath, of Selling to Big Companies, identifies the main types of elevator pitches people tend to deliver in response to the "What do you do?" question:

- **The minimisers**: "I'm a lawyer."
- **The ramblers**: "I'm a lawyer, I do lots of things. For example, employment law is a speciality, but I also do quite a bit of corporate, and in the past I've even done some conveyancing and divorce. So I can pretty much turn my hand to any type of legal work—oh, and I've also handled a few personal injury claims."
- **The I-Love-My-Subject Ramblers**: "I'm an employment lawyer and I've made the age discrimination regulations my speciality area. It's really fascinating—I'm particularly interested in how the legislation is beginning to affect the baby boomer generation, you know, retirement ages, and so on…."
- **The Impressers**: "I'm a highly specialist corporate employment lawyer and I only work with FTSE 100 companies. Elite Enterprises plc and Snobb are among my key clients—I advise Elite's CEO personally and not a week goes by without Snobb's HR director picking my brains."

All of these are a total turn-off, because they fail to demonstrate how your audience could benefit from what you "do". Instead we need to become **Attractors**, using the format outlined in the main text. "Customer-attracting elevator speeches must convey two main ideas", says Konrath: "They must specifically define your target customer *and* they must help prospective customers understand the value they can receive from your service." To perfect your pitch, she suggests the following process:

Step 1: Identify your target market.
Step 2: Identify the problems/challenges this market faces and how you can solve them. When you first make this list, just let it run.
Step 3: Identify how your target market "feels"—for example, are they struggling, or concerned, or confused, or frustrated?
Step 4: Identify the results your clients get from you—for example, do you help reduce tribunal claims, improve labour relations, cut the long-term sick rate? Use active words, as we have here—"reduce", "improve", "cut".

Step 5: Now refine your lists. Pick out two or three key problems from Step 2; select the two words that best describe how your target client feels from Step 3; home in on the two/three most compelling benefits from Step 4.

Now decide whether you prefer the problem-centred or solution-centred approach outlined in the main text. Confine your pitch to one sentence or two at the most, and limit yourself to one or two outcomes. "If you say more, you dilute your message and confuse your potential customers", says Konrath. "Short and sweet makes a winner—if you can say your speech in less than ten seconds, you're doing well." Be wary though. Make it too succinct and you may also become too imprecise, leaving your audience unable to distinguish what makes you special.

Once it's written, assess it against these criteria:

- Does it clearly identify the target client?
- Are there any non-essential fluffy, descriptive words?
- Can anything be simplified and made more conversational?
- *Either*: does your **problem** statement address the main issues your client wants to solve?
- *Or*: does your **benefit** statement address exactly what your client wants to achieve?
- Would your client actually use the "feeling" word you've chosen? Be careful to get the tone right.
- Have you included just one or two outcomes? Any more and you risk diluting your message.
- Would you feel comfortable saying it? Is this you speaking or someone you think you should be?
- Could someone else repeat it easily?

Keep refining it until you can tick all those boxes, and then do the following:

- Practise in front of the mirror. Do you look confident, are your gestures natural?
- Leave yourself a voicemail. How do you sound, are you natural or awkward? How long did it take to deliver?
- Video yourself. Do you look and sound as though you mean what you say?
- Test it out on colleagues and friends—and ask them to be honest!

Your final step is to take it out there, try it for real, and keep finessing it. Konrath says you'll know you've hit the jackpot when you start getting comments like this:

- You must have been talking to people in our company!"
- "That is *exactly* what we need."

- "I want you to talk to our HR people about that—they need to know about what you do."
- "I was talking to a former colleague of mine only the other day—he's just set up on his own and he'd be really interested in what you do."

You can download Jill Konrath's report, *Attracting More Customers: How to Create an Irresistible Elevator Speech*, from http://www.salesdog.com/Jill_Konrath.pdf, and find out more about her and her business at http://www.sellingtobigcompanies.com/.

As a starting point in getting focused, try putting together a 15-second pitch using the Pitch Wizard at http://www.15secondpitch.com/new/. It's a little crude, but it does concentrate the mind and if you register you can return to it and keep refining it, as well as gaining access to training tips and other information.

Business Networking International (BNI) says being an active member "is like having up to 40 sales people working for you, because your fellow members will be carrying your cards and referring your business to people they meet, without you having to pay them any salaries or commission. Successful businesses depend on 'word-of-mouth' marketing as the best form of promotion there is". Only one person from each trade or profession is allowed to join each chapter. Worldwide there are more than 5,000 active chapters, and more than 103,000 members.

The BNI websites—there are separate US and European sites—are a bit of a nightmare to navigate and really do not accurately reflect the success and stature of the organisation.

Access the UK site via http://www.bni-europe.com/ and find out more about BNI in the US and outside Europe at http://www.bni.com/.

BNI founder Dr Ivan Misner offers guidance on networking, making referrals and other aspects of doing business on his blog: http://networking.entrepreneur.com/.

Fast-growing 4Networking (4N) mixes face-to-face with online networking. It was launched in 2006 by entrepreneur Brad Burton whose stated aims were (and remain):

"Fun—Let's have fun whilst we're at our business. The 4Networking experience should help every business person start their day on a positive note; Productive—for the members first—so the 4Networking structure was created to enable business to be done on the day, at the meeting; With as few rules as possible—did you become self-employed because you wanted more rules and to be told what to do? Neither did we; Honest networking—Allows straight talking, much needed in business."

4N and BNI have agreed to co-operate rather than poach members. BNI's area director Charlie Lawson said after a meeting with 4N management that they were "complementary organisations

and shouldn't compete against one another". There was, he added, nothing in BNI's rules to prevent members attending 4N meetings.

http://www.4networking.biz/

We singled out BNI and 4N as being respectively the UK's biggest and fastest-growing networking organisations, but there are plenty more to explore. Here's a sample.

The British Business Club claims to be "the UK's largest private business club with over 7,500 business members throughout Great Britain and a further 4,000 overseas". Members are drawn from a wide range of industries and professions, and are all either "business owners, chief executives or departmental directors". The club offers offline and online networking, though the website is somewhat uninspiring.

http://www.the-businessclub.org/

Business Network Scotland holds monthly networking events in Aberdeen, Edinburgh and Glasgow, with attendance restricted to "decision makers who have both a buying and selling authority". The events are described as "structured but informal with the aim of creating an ideal environment for constructive, and enjoyable, networking".

http://www.businessnetworkscotland.co.uk/

Also restricted to Scotland (and then largely to the central belt) is The Small Business Club, aimed at, well, small businesses. Members meet over a working lunch where they "share ideas and information and industry expertise with fellow delegates. We have expert speakers on a wide range of business topics and we have time to discuss current business topics".

http://www.thesmallbusinessclub.co.uk/

The British Chambers of Commerce (BCC) is the national body for accredited chambers of commerce across the UK. There's a Google-powered search facility to find local chambers, and a range of business-related information, podcasts, newsletter, etc.

http://www.britishchambers.org.uk/

Business Voice West Midlands describes itself as "a single region-wide body, representing the interests of all the major business groupings - professional organisations and trade associations—the Business Voice WM operates at a strategic level—regionally, nationally and internationally—to ensure business needs are taken on board—and acted on" It's a useful

networking source, but (rather obviously) only if you are (like our example practice) based in the West Midlands.

http://www.businessvoicewm.org.uk/

Also in the West Midlands—and used as examples—are the Warwickshire Business Club (http://www.the-business-club.co.uk/) and Professional Institute Network West Midlands (http://www.pinwm.co.uk/).

The Federation of Small Businesses (FSB) is a pressure group tasked with "promoting and protecting the interests of the self-employed and owners of small firms". It was founded in 1974 and now has over 210,000 members across 33 regions and 230 branches. One of its campaigning areas is employment law: http://www.fsb.org.uk/

If you don't know the Employment Lawyers Association (ELA) you may be in the wrong place! Just in case, you can sign up here: http://www.elaweb.org.uk/

You'll probably also know that Rotary International "is a global network of service volunteers" and "the world's largest service organisation for business and professional people". Maybe, though, you don't know that it has more than 1,211,000 members operating in 168 countries.

http://www.rotary-ribi.org/

The first Round Table was formed in Norwich in 1927 by Louis Marchesi, "a young Rotarian who felt a need existed for a club where the young business men of the town could gather on a regular basis to exchange ideas, learn from the experiences of their colleagues and play a collective part in the civic life of Norwich". The idea spread and Round Table now operates in 40 countries. It's restricted to men aged 18–45.

http://www.roundtable.org.uk/

The equivalent for women is the Ladies Circle: http://www.ladies-circle.org.uk/

Keith Ferrazzi is an American networking and relationships consultant who also hosts an online community for those who share his belief that "when it comes to success, you can't do it alone—and why would you want to?" He numbers among his followers "entrepreneurs, lawyers, photographers, students, salesmen, performance artists, philanthropists, moguls, and moguls-in-training, to name just a few".

He is author of *Never Eat Alone* (Doubleday Business, 2005).

http://www.keithferrazzi.com/

Tom Kane (for more details see resources for Chapters 3 and 6):
http://www.legalmarketingblog.com/

The not-for-profit Toastmasters International was founded in 1924 at the YMCA in Santa Ana, California. It is now "a world leader in helping people become more competent and comfortable in front of an audience", with nearly 235,000 members in 11,700 clubs in 92 countries. The website carries details of all local groups in the UK and links to their websites.

http://www.toastmasters.org/

Networking options—example grid

Organisation	Business	Voluntary	Advantages	Disadvantages	Join?
BNI	✔		Building relationships quickly; fixed and defined group; largely local business people; working as a team; results-driven; only lawyer chapter; access to BNI's wider network and trainings.	Very structured and punitive; no control over who you'd be referring; parochial so may not match target client; website hard to navigate.	
4Network	✔		Can network with more than one group; online options so not geographically-defined; less serious and formulaic than BNI.	Limited geographical coverage; meetings less structured, focused and results-driven than BNI's "in your face" ethos	
Local chamber	✔		Meeting local business people, especially SMEs; meeting local councillors and dignitaries; different venues and event themes; building presence as employment law expert; access to training and other CPD options.	Can be a little parochial; may have a too overtly-political agenda; quality of events variable.	
Trade association	✔		Identifying very specific target clients; profile-raising as the "expert"; forging sector links.	Requires research; very specialised so smaller pool; may require active involvement.	
ELA	✔		Profile-raising; CPD; networking; getting an overview of specialist developments; letting hair down.	Few prospective clients!	
Round Table		✔	Pressure-free networking; building relationships naturally and slowly; making a real contribution to your community; having fun.	No quick returns; may involve heavy time commitment.	

Chapter 8

We all tend to use internet—"the Net"—and the World Wide Web—"the Web"—interchangeably. They are though two separate entities, the second built on the first. Here are abbreviated Wikipedia definitions:

The Internet is a global system of interconnected computer networks that interchange data by packet switching using the standardised Internet Protocol Suite (TCP/IP). It is a 'network of

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networks' comprising millions of private and public, academic, business, and government networks of local to global scope linked by copper wires, fibre-optic cables, wireless connections, and other technologies. The Internet carries various information resources and services, such as electronic mail, online chat, file transfer and file sharing, online gaming, and the inter-linked hypertext documents and other resources of the World Wide Web (www).

http://en.wikipedia.org/wiki/Internet

The World Wide Web (commonly shortened to the Web) is a system of interlinked hypertext documents accessed via the Internet and viewed with a Web browser. You can view Web pages that may contain text, images, videos, and other multimedia and navigate between them using hyperlinks. Using concepts from earlier hypertext systems, the World Wide Web was begun in 1989 by British scientist Tim Berners-Lee, working at the European Organisation for Nuclear Research (CERN) in Geneva. In 1990, he proposed building a 'web of nodes' storing 'hypertext pages' viewed by 'browsers' on a network, and released that web in 1992. Connected by the existing Internet, other websites were created, around the world, adding international standards for domain names and the HTML language. The World Wide Web enabled the spread of information over the Internet through an easy-to-use and flexible format. It thus played an important role in popularising use of the Internet, to the extent that the World Wide Web has become a synonym for Internet.

http://en.wikipedia.org/wiki/World_Wide_Web

Web 2.0 came into common parlance after 2004 and is the term used to describe the changing trends in the use of web technology and web design 'that aim to enhance creativity, communications, secure information sharing, collaboration and functionality of the web. Web 2.0 concepts have led to the evolution of web culture communities and hosted services, such as social networking sites, video sharing sites, wikis, blogs, and folksonomies [collective tagging]. Although the term suggests a new version of the World Wide Web, it does not refer to an update to any technical specifications, but rather to changes in the ways software developers and end-users utilise the web'.

http://en.wikipedia.org/wiki/Web_2.0

Sir Tim Berners-Lee delivered his vision for the Web on 12 October 1995 at a symposium at the Massachusetts Institute of Technology (MIT). The full text is here: http://www.w3.org/Talks/9510_Bush/Talk.html.

Shama Kabani was born in Goa, moved to New York aged nine, and is now based in Texas. She has been building businesses since she was nine and found her natural niche in social

media marketing. You can find out more about her, what she does, and useful tips and ideas at http://clicktoclient.com/. Her *Online Marketing Plan* is a great starting point for what follows in the coming chapters of this book.

She also has her own TV channel and is an absolute natural! Lots of great tips: http://shama.tv.

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http://shama.tv/ YouTube is arguably the biggest Web 2.0 success story, and its impact continues to be immense. It was created in 2005 to plug a gap by offering a video-sharing platform, is now owned by Google, and is consistently the third most frequently visited site, coming in only after its parent and Yahoo!. The Wikipedia entry for YouTube is constantly updated and is awash with mind-boggling statistics: http://en.wikipedia.org/wiki/YouTube.

For an illustration of how powerful using YouTube can be, visit http://www.rainmakerbestpractices.com/lawyer-marketing-videohow-to-sue-drug-companies-for-free/. As it says in the URL, it's a video about How to Sue Drug Companies For Free. Read the post, and dwell in particular on the statistics.

Evans, Dave (2008) *Social Media Marketing: An Hour a Day* (Indianapolis: Wiley).

We highly recommend this book, particularly if after reading ours you conclude that using social media should form a cornerstone of your marketing strategy. Evans is an acknowledged expert in the field. His clients include Microsoft, Hewlett Packard, Wal-Mart, and the US Air Force, and his CV includes working as a systems analyst for NASA. The book is well-written, packed with information and—as the title suggests – provides a detailed "how to" programme.

You can find out more at his websites:

http://www.readthis.com/

http://www.digital-voodoo.com/

For some basic facts and figures on social media, try these two free reports.

The first is written by white paper specialist Michael Stelzner (see the resources for Chapter 11 for more general information about Stelzner). It analyses the results of a survey of 700 online marketers, how they spend their time online, and where: http://www.whitepapersource.com/socialmediamarketing/report/.

For something more forensic, try *Global Faces and Networked Places—A Nielsen Report on Social Networking's New Global Footprint*, which looks at the phenomenal growth of social

media during 2008. Download the PDF (in return for your details) from
http://en-us.nielsen.com/main/insights/reports

Chapter 9

We're not attempting to list every online social networking site there is out there, just give you an idea of the main business-focused ones. Nor—other than those we discuss in the text—are we offering details. The best way to find out how any of these sites could work for you is to simply go and have a root about.

We've separated them out into sites with a deliberate business emphasis (listed first) and those which may have a marketing role to play. Those mentioned in the text are listed first, in chronological order, but to get a complete overview of what's out there and what's new visit www.socialnetworkingwatch.com, a US site launched by British ex-pat Mark Brooks in 2006. He promises "no ads, no fluff, just raw news, official rankings and CEO interviews relevant to the social networking industry".

www.WeCanDo.biz

Details are in the main text. The site's role is described as "a website where individuals can find quality businesses that have been recommended by their own network of contacts. It is free to join. If you are in business, you can promote your own organisation on WeCanDo.biz for free, then invite your customers to come and endorse your business. Every customer endorsement assures you greater promotion on our website. It creates real business opportunity".

www.LegalOnRamp.com

Details are in the main text. The site description reads: "Legal OnRamp is a Collaboration system for in-house counsel and invited outside lawyers and third party service providers. There are lawyers participating from over 40 countries, and a rapidly growing collection of content and technology resources. Basic services are free, so all members are expected to contribute to the community as a whole. If you are a law firm lawyer wishing to participate, please fill out the application questions in full, and specify what knowledge you would like to share with the Community."

http://www.legallyminded.com/register/home.cfmhttp://legallyminded.com

This is another free online community run by the American Bar Association and serving the legal profession. Membership is free. The goal "is to create an unparalleled resource that gathers law school students, academics, firm administrators, legal support staff, judges, paralegals, attorneys, law librarians and other professionals to contribute, network, and collaborate online". Facilities include connecting with other members, sharing knowledge, exploring resources, scheduling meetings, and rating and commenting on community content.

http://www.dlapiper.com/uk/news/detail.aspx?news=2618

There are details of DLA Piper's Inside the Tent portal ("Facebook for trainees") here.

http://www.4networking.biz/

Details are in the main text and in the Resources for Chapter 7.

www.ecademy.com

Details are in the main text. It—not entirely accurately—describes itself as "a Business Social Network founded in 1998 now with millions of users of the site each year worldwide. Ecademy is unique as business people connect both online on the web site and offline at networking events and 1-2-1 meetings".

www.linkedin.com

Details are in the main text. The site's About Us blurb says: "LinkedIn is an online network of more than 30 million experienced professionals from around the world, representing 150 industries. When you join, you create a profile that summarizes your professional accomplishments. Your profile helps you find and be found by former colleagues, clients, and partners. You can add more connections by inviting trusted contacts to join LinkedIn and connect to you."

See also http://linkedinlawyer.blogspot.com/, a blog owned by Boston attorney David A. Barrett, who offers insight into using LinkedIn effectively and lists links to other useful LinkedIn-relevant sites.

https://www.xing.com/app/help?op=tour

A European LinkedIn. This link gives you an animated whizz round Xing's features.

http://www.asmallworld.net/

Details are in the main text. The home page (while pointedly but politely stressing it's an invitation-only corner of cyberspace) says: "ASmallWorld is a private online community, which is designed for those who already have strong connections with one another. We allow our members to connect, reconnect and interact more effectively with like-minded individuals who share the same circle of friends, interests, and schedules."

Other business sites (listed alphabetically):

http://www.bizface.co.uk/bizfaceforum/

This offers networking through a forum structure and claims to enable you "to showcase your company, discuss shared interests, check-out [sic] other companies and offer/gain transparent feedback without having to travel or hold conversations with strangers. You can arrange to meet up if you want after you have agreed you have something in common! Remember, much 'networking' can be too close to 'not-working' so join BizFace and save yourself some time!"

http://www.hoovers.com/free/

Contacts book-based again, this is a very user-friendly Dun and Bradstreet website through which you can connect people you know to people you want to meet. It also offers background information on businesses. You can search by business name, business type (public, private, partnership, etc), industry sector, location. To stress its commercial function, the About Us blurb is written in Grade A business-speak: "We deliver comprehensive insight and analysis about the companies, industries, and people that drive the economy, along with the powerful tools to find and connect to the right people to get business done."

http://www.ryze.com/

This is a hybrid business/fun site which (in common with others) "helps people make connections and grow their networks. You can network to grow your business, build your career and life, find a job and make sales. Or just keep in touch with friends". Ryze claims 500,000 members in 200 countries. Another hybrid site is http://www.plaxo.com/, which functions rather differently: "We started with a different kind of address book, one that leverages the power of the network effect to stay up-to-date." Plaxo says it hosts address books for "more than 40 million people", which is a remarkable number. It is venturing into the more structured networking side with Pulse, described as "a dashboard for seeing what the people you know are creating and sharing all over the open web".

Cathy Pilch's article about LinkedIn can be found here:
http://www.businesswest.com/details.asp?id=1771

Alexa Internet was founded in 1996, and, says the company's website, "grew out of a vision of web navigation that is intelligent and constantly improving with the participation of its users. Along the way Alexa has developed an installed base of millions of toolbars, one of the largest web crawls and an infrastructure to process and serve massive amounts of data". Free features include the Alexa Toolbar, a useful tool through which users "contribute valuable information about the web, how it is used, what is important and what is not. This information is returned to the community as Related Links, Traffic Rankings and more".

http://www.alexa.com/

Featured social networking site Facebook is now the subject of a great deal of guidance and advice. Here are a few of the most useful sources we found:

http://www.marismith.com/

This is social media marketing consultant Mari Smith's main website. There's a lot of useful information within the site and on her blog. She also has a linked site, which pretty much does what it says in the URL: http://whyfacebook.com/. The style is slightly breathless and uber-positive, but the material is excellent.

http://www.insidefacebook.com/

This is an independent blog run by Justin Smith that tracks Facebook's meteoric rise and logs new features, applications, and so on. From here you can also download (for $49) the September 2009 edition of *The Facebook Marketing Bible*. (For a further $100 you can add on a year's-worth of free updates—useful, given that Facebook keeps tweaking its design, content and access parameters.) The 2007 edition is free, but only as a web page, not a download, and obviously refers to earlier Facebook designs.

http://www.allfacebook.com/

This is another independent blog focusing on Facebook. Check out the demographics tool:
http://www.allfacebook.com/facebook-demographic-statistics/

The other main social networking sites you should explore are listed next.

Facebook tops the league, not least because it's the UK frontrunner, but have a look at what the others offer because one or two may have features that work better for you.

http://uk.myspace.com/

The underlying principle here is the same as Facebook—meet people online and build a network. Launched in 2003, MySpace is now owned by Rupert Murdoch's NewsCorp as part of Fox Interactive Media. The design, feel and main features of this platform are definitely more school and college student than mainstream business. As of September 2009, 2.9 per cent of MySpace users came from the UK and the site had a global Alexa traffic ranking of 11.

http://www.bebo.com/

Bebo describes itself as "the next generation social networking service where members can stay in touch with their college friends, connect with friends, share photos, discover new interests and just hang out". Which sounds a lot like Facebook and MySpace…Bebo is strongly targeted at younger users and is unlikely to be of huge use as a legal marketing tool. More than a third (34.7 per cent) of Bebo users are based in the UK, and as they grow older the platform's emphasis may shift with them. Have a look, you never know what (or who) you might find. Bebo was traffic ranked 258 by Alexa in September 2009.

http://hi5.com/

Launched in 2003, hi5 is now one of the world's largest social networks, but not in the UK, where only 0.7 per cent of its users are based. It is however very popular in Latin America, and in parts of Europe, Asia and Africa. It had an Alexa traffic rank of 37 in September 2009.

For other sites' statistics, have a look at http://www.alexa.com/topsites/category

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For a useful overview of writing and finessing a Wikipedia entry, have a look at this guide by legal marketer Miranda Sevcik:
http://www.lawmarketing.com/pages/articles.asp?Action=Article&ArticleID=793

Chapter 10

David Meerman Scott has seen his career truly take off on the back of his blog. He finessed his book *The New Rules of Marketing and PR* (details in Resources for Chapter 6) through posting extracts while he was writing it and then making changes in the light of the responses he got. He says: "I'll admit that my ravings about the importance of my blog may sound over the top. But the truth is that blogging really has changed my life."

http://www.webinknow.com/

http://www.davidmeermanscott.com/

Scott's latest book, *World Wide Rave* (published by Wiley in 2009), gives viral marketing a completely new spin. http://www.worldwiderave.com/

Tom Peters is the author of 15 books on management. He's acknowledged by the likes of *Fortune*, the *Economist*, the *New Yorker* and the *Los Angeles Times* as the "uber-guru" of management and inventor of the enormous "management guru industry", and "the father of the post-modern corporation". He was listed in Bloomsbury Press' 2008 edition of *Movers and Shakers: The 100 Most Influential Figures in Modern Business* and described there as having "probably done more than anyone else to shift the debate on management from the confines of boardrooms, academia, and consultancies to a broader, worldwide audience, where it has become the staple diet of the media and managers alike".

http://www.tompeters.com/

Peters' observations about blogging were made in a video conversation with American online marketing and business consultant, author, speaker and all-round "guru" Seth Godin, himself an early and highly accomplished and acknowledged blogger. His blog—logged as the most widely read marketing blog in the world—is a mine of information about innovative ways of doing business, offline as well as online.

The video, part of a series produced for American Express, is here: http://www.openforum.com/marketing/video_hearitfortheblog.html

Seth Godin's blog is here: http://sethgodin.typepad.com/

His website is here: http://www.sethgodin.com/sg/

LexBlog founder and Lawyers Have Blogs owner Kevin O'Keefe is a former US trial attorney. Through his blog, he monitors other legal blogs and offers readers summaries, his observations and links. This is a great resource and highly recommended, albeit the content is predominantly American: http://kevin.lexblog.com/

From his legal web log hosting site you will find links to a large variety of law firms (US and Canadian) who use his services: http://www.lexblog.com/

It's worth looking at the following labour and employment law blogs:

http://www.dcemploymentlawupdate.com/

http://www.alabamaemploymentlawblog.com/

http://www.laboremploymentlawblog.com/

http://www.californiaemploymentlawreport.com/

http://www.flemploymentlawblog.com/

http://www.worldofworklawblog.com/

Linas Simonis is a Lithuanian internet marketer and Web 2.0 specialist. He is host of the Positioning Strategy blog at http://www.positioningstrategy.com/. His free e-book, *The New Rules of Business Blogs*, can be downloaded from there.

There's more about the mechanics of setting up a corporate blog here: http://en.wikipedia.org/wiki/Corporate_blog.

Forrester Research is an independent market research company based in Cambridge, Massachusetts, with an office in London.

Time To Rethink Your Corporate Blogging Ideas: With Corporate Blog Credibility Low, Blogging Only Makes Sense As Part Of A Plan, by Josh Bernoff and others, was published in December 2008.

http://www.forrester.com/rb/research

In early 2009, Kevin O'Keefe hosted a spirited discussion about the pros and cons of keeping your blog on your own website or having it hosted elsewhere: http://kevin.lexblog.com/2009/01/articles/blog-basics/10-reasons-why-a-law-blog-does-not-belong-inside-your-law-firm-website/

Wikipedia offers a thorough overview of the basics of blog building here:

http://en.wikipedia.org/wiki/Blogging_software

There's more how-to ideas and a wealth of other information here:

http://www.problogger.net/

http://www.debbieweil.com/

Although there is some overlap between O'Keefe's blog and http://legalblogwatch.typepad.com/, you'll find contributions here from a range of legal bloggers on both sides of the Atlantic.

Another good US source of legal blogs is http://www.blawg.com/ which features 14 UK sites among its 2,700-plus listings.

This is not to be confused with http://blawgreview.blogspot.com/, a regular review of UK and other blogs, frequently guest hosted by leading British legal bloggers, such as Charon QC, whose own blog is a must: http://charonqc.wordpress.com/.

The American Bar Association hosts a blawg listing at http://www.abajournal.com/blawgs/, which includes 122 US labour and employment law bloggers at http://www.abajournal.com/blawgs/labor+employment, and our own Bar Council has a blog section on its website: http://blog.barcouncil.org.uk/index.php?blog=1. However, as of September 2009 the most recent entry dated from January 2009.

These individual blogs are worth exploring:

http://blog.geeklawyer.org/: a generally bad-tempered look at the UK legal scene.

http://www.anonymousassistant.com/: written by an anonymous lawyer working in the litigation department of a City law firm. Written in the same vein as Tim Kevan's hugely successful BabyBarista, now morphed into a highly entertaining book: *BabyBarista and the Art of War* (Bloomsbury 2009). Tim Kevan is also the author of the Barrister Blog, which focuses at least as much on his passion for surfing (the ocean variety) as the law: http://timkevan.blogspot.com/.

Try life and death and taxes at http://ladat.org.uk/, which does what it says on the label—a good example of an effective fact-based blog.

Employment law barrister Charles Price runs http://employmentlawuk.blogspot.com/ which he regularly updates.

The anonymous Usefully Employed—an employment law solicitor turned barrister—has his (yes it is a he, he was interviewed by Charon QC!) blog at http://blog.usefullyemployed.co.uk/.

Mark Ellis, from featured business Ellis Whittam, leaves rather long gaps between posts, with only three in 2008, and only one between March and September 2009: http://www.elliswhittam.com/blog/. (See the main text for a discussion on the response one post sparked in January 2007.)

The criminal negligence team at Pannone host a joint corporate blog, which is updated regularly and features a panel of contributors: http://www.pannone.com/blogs/clinical-negligence-blog.asp.

 Delia Venables has a comprehensive listing of UK and Irish legal blogs here: http://www.venables.co.uk/blogs.htm

http://www.forrester.com/Marketing/Campaign2/1,6538,1946,00.htmlThere are numerous blog hosting services. Wikipedia's list is regularly updated and this link leads to separate Wiki entries: http://en.wikipedia.org/wiki/Category:Blog_hosting_services.

For a definition of microblogging and links to other microblogging sites, try Wikipedia's listing: http://en.wikipedia.org/wiki/Micro-blogging.

Joel Comm has been an internet entrepreneur for 20 years, launching a series of successful businesses and helping other entrepreneurs build theirs. His book, *Twitter Power: How to Dominate Your Market one Tweet at a Time*, was published by Wiley in February 2009. There's more about him here: http://www.joelcomm.com/. The quoted article is from the September 2008 issue of the subscription-only *Joel Comm's Top 1% Report*s.

LexTweet is hosted by American lawyer Kevin O'Keefe through his parent site, LexBlog. To join, you have to be a Twitter regular already and be approved by O'Keefe and his team at http://www.lextweet.com/.

The quoted article is at: http://kevin.lexblog.com/2008/05/articles/social-networking-1/lawyer-marketing-with-twitter-has-arrived-/.

Kevin O'Keefe was interviewed by Charon QC in January 2009 on the role of Twitter and blogging for lawyers: http://www.insitelawmagazine.com/charonpodcast87.mp3

http://twitter.com/ukemploymentlaw

http://twitter.com/employlitigator

More Twitter ideas here: http://www.twitip.com/

... and here: http://www.lawmarketing.com/pages/articles.asp?Action=Article&ArticleID=835 (a lawyer's perspective).

Chapter 11

Michael Stelzner is executive editor of *WhitePaperSource Newsletter,* a useful source of information. There are details about this and other white paper advice here:

http://www.stelzner.com/index-noflash.html

http://www.whitepapersource.com/

Stelzner, M. (2007) *Writing White Papers: How to Capture Readers and Keep Them Engaged* (Poway, California: WhitePaperSource Publishing).

The PermissionTV survey is published here: http://www.permissiontv.com/customers/.

Chris Crum is a writer with Webpronews. The quoted article is here:

http://www.webpronews.com/topnews/2009/01/14/how-to-use-video-to-improve-google-ranking-reputation-and-conversions

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Pinsent Masons uses HR Network TV to podcast audiovisual news programmes on employment issues twice a week, along with more detailed risk management feature once a month. A trailer for the service can be found here: http://www.hrnetwork.tv/.

Details of the 2008 Law Society Excellence Awards are at http://www.lawsociety.org.uk/newsandevents/events/awards/excellence.page

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Useful technical information about producing videos—Grant Crowell of Grantastic Designs discusses video "useability" at http://www.reelseo.com/usability-web-video/

A particularly impressive site is http://webvideouniversity.com/, hosted by Dave Kaminski who runs courses on making videos and offers a wealth of advice on how to do it well.

Mike Stewart, the "Internet Audio Guy"—a perfect example of successful niche marketing—offers a range of products and advice on producing audio on his website: http://internetaudioguy.com/.

There's a beginners' guide to podcasting from Jason Van Orden at http://www.how-to-podcast-tutorial.com/index.htm. And more on podcasting from these links:

http://www.feedforall.com/podcasting-tutorial.htm

http://www.podcasting-tools.com/

http://www.voices.com/podcasting.html

Pinsent Masons' Outlaw audio podcasting site is here: http://www.out-law.com/.

Details about Maclay Murray Spens's podcasting service is here:
http://www.mms.co.uk/Podcasts/EPB/mms_EPB_podcast.xml.

If you're still not familiar with Delia Venables, then now is the time to explore the excellent resources available free on her website—one of the first of its kind when she launched it in 1995. Venables consults and writes on IT and internet topics relating to legal applications, and has produced a range of CPD courses for lawyers including the *Beginners Guide to the Internet for Lawyers, First Set of Advanced Internet Studies for Lawyers* and *Second Set of Advanced Internet Studies for Lawyers*. With Nick Holmes, she jointly presents online courses under The Legal Web umbrella, and they jointly edit and produce the *Internet Newsletter for Lawyers & Law 2.0*, a bi-monthly subscription newsletter covering how lawyers can make the best use of online resources.

Details are at http://www.infolaw.co.uk/. The interview with Jonathan Golden appeared in the January/February 2009 issue.

Details of DiscLaw's Emplaw service are at http://www.emplaw.co.uk/

Details of Conscious Law's legal content service are at http://www.conscious.co.uk/

Chapter 12

PRWeb says of itself that it was "the first company to develop a distribution strategy around direct-to-consumer communication and to build and offer a search engine-optimised platform for press release distribution". There's more about PRWeb and the UK service at http://www.prweb.com/.

PRWeb's example press release is here: http://www.prweb.com/pr/press-release-tip/anatomy-of-a-pressrelease.html.

The more media-focused—and longer-established—PRNewswire describes itself as "the global leader in news and information distribution services for professional communicators", providing "electronic distribution, targeting, measurement, translation and broadcast services on behalf of tens of thousands of corporate, government, association, labour, non-profit, and other customers worldwide".

You can find out more at http://www.prnewswire.co.uk/. And there's more about the small business service here: http://toolkit.prnewswire.com/PRNewswireEurope/home-thecost.shtml.

Mondaq have a release distribution service which runs in tandem with their main service, of which more in Chapter 15: http://www.mondaq.com/.

UK-based and owned company RealWire, launched in 2001, has a very strong social media focus and offers two core services, with prices starting from £125 for one release on a pay-as-you-go basis. The firm's website says: "Specialist websites in today's fragmented online media world have become much more important in terms of relevance, readership and search authority. Systems based on search visibility alone are no longer effective in communicating to online audiences." There's more about RealWire at http://www.realwire.com/.

NeonDrum is a B2B specialist UK distributor. All releases are manually distributed to appropriate selected online outlets, with prices starting at £160. The process is "pull" rather than "push": "We maximise the opportunities for pick-up by key influencers, bloggers and commentators who prefer to 'pull' breaking news and information from the web themselves, rather than have it 'pushed' to them." Find out more at http://www.neondrum.com/.

Press Dispensary, another UK business, offers release distribution to "more than 80,000 UK contacts and—should you opt for international distribution—1.5 million contacts worldwide". All targets are manually selected and distribution costs are from £160 per release.

http://www.pressdispensary.co.uk/

Vocus (http://www.vocus.com) was founded in 1992. Its website says: "Vocus has become the global leader in on-demand software that helps organisations manage relationships with reporters, analysts, and other critical stakeholders. Our software suite helps public relations departments quickly and easily plan, execute and measure the success of all of their communications programs." You can request a detailed product demo from the website.

Chapter 13

Adobe Flash—previously labelled Shockwave Flash and Macromedia Flash—is multimedia software created by Macromedia in 1996 and currently developed and distributed by Adobe Systems. It is used to add animation and interactivity to web pages and in its early days was

used widely by website designers for whom function took a rather secondary role over playing with the technology. Hence the popularity of "splash" pages—those largely functionless pages that act as annoying, albeit often aesthetically engaging, home page lobbies. Flash is now more commonly used to create animation, advertisements, and various web page components, to integrate video and develop other applications.

http://en.wikipedia.org/wiki/Adobe_Flash

Online permission marketing, or permission-based marketing, was identified as a new tool by Seth Godin (see the resources for Chapter 10) in 1999 in his book *Permission Marketing* (Simon and Schuster). According to Wikipedia, "a key element is that you are in essence, purchasing someone's time and getting their 'attention' which has become increasingly valuable in what may be termed the 90-Second Economy".

In the UK, opt-in is required for email marketing under The Privacy and Electronic Communications (EC Directive) Regulations 2003 which came into force on 11 December 2003.

http://en.wikipedia.org/wiki/Permission_marketing

Delia Venables, as before (see resources for Chapter 11): http://www.infolaw.co.uk/.

Received wisdom has it that white text on a black—or other contrasting dark—background is harder to read than the more traditional white on black. This was set in stone by David Ogilvy (1911–1999) of advertising giants Ogilvy Mathers and has followed print into internet design. There's been a recent increase in the use of reverse text (online marketer Frank Kern uses it extensively, for example), but for most visitors to your website a variation on the white on black theme is almost certainly going to be the most effective, and if you dip a toe in the reverse text water, be sure to test the response.

There's more about the man dubbed "the father of advertising" here:
http://en.wikipedia.org/wiki/David_Ogilvy.

Chapter 14

You can ensure your copyright line is automatically updated by using a neat piece of free script from Nick James.

Either sort it yourself or get your techies to do it:
http://www.nick-james.com/public/416.cfm?sd=2.

Website About Us pages come in a variety of formats. Here are a few more that work:

http://www.mms.co.uk/html/article.asp?articleID=27

http://www.nelsonshomemove.co.uk/site/about/introduction/

http://www.pannone.com/about-pannone.asp

http://www.vwl.co.uk/site/aboutus/

Here's the Our About Us for our West Midlands practice. Underlined words are hyperlinks to the relevant page that would feature elsewhere on the A, B & C site.

Adams, Brown & Curtis was founded as a niche employment law firm in 1999 by senior partner John Adams, Adele Brown and Nicholas Curtis. We all previously worked with leading West Midlands solicitor practices and together have more than 50 years' experience as employment lawyers.

We specialise in discrimination law and are based in Birmingham with another office in Wolverhampton. There are now four partners in the practice, a further six solicitors and a support team that includes two paralegals.

Our clients are exclusively West Midlands employers—mostly small and medium-size enterprises—and we have been recognised by the Birmingham Law Society for our work defending sex discrimination claims. We also provide a full range of support, training and advisory services to our clients, many of whom have been with us since our launch.

All the Adams, Brown and Curtis team have completed Plain English Campaign courses and are committed to communicating clearly. You won't find any business jargon or legalese in anything we say or write—or on this website!

There's more about us in Our People, and more about what we can do for you in Our Services.

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www.intelligentmarketingforlawyers.co.uk

You can embed maps on your site by using a mapping service such as Google or Multimap: http://maps.google.co.uk/maps

http://www.multimap.com/

Give Way bill themselves as "the UK's leading custom location mapping company"—there are examples on their site. Their maps are produced in colour and can be used across the formats—online, email, fax, as well as in printed marketing materials. Details are at http://www.giveway.co.uk/; 0800 019 0027.

The Marketing Profs forum discussion on using photos with website biographies took place at http://www.marketingprofs.com/ea/qst_question.asp?qstID=24298

Chapter 15

Check out your keyword density (and the number of times you use any other words) across your website using this handy free tool. Just enter the page URL into the form and hit "count words". The results show the number of uses of each word on the page, and the percentage each comprises of the whole: http://www.yellowpipe.com/yis/tools/wordcount/.

Google offers a broad range of support through its AdWords programme, including its keyword tool: https://adwords.google.com/select/KeywordToolExternal. See the main text for more about using AdWords, and how best to use Google's system.

SEO professionals single out Wordtracker as the best keyword tool of the lot because there are no strings attached. It's also highly sophisticated and you can get a very thorough understanding of how to really capitalise on your keywords: http://www.wordtracker.com/

To explore getting listed in Yahoo!'s directory, start here: https://ecom.yahoo.com/dir/submit/intro/.

Details of costings are here: https://ecom.yahoo.com/dir/reference/cost.

The DMOZ Project describes itself thus: "The Open Directory follows in the footsteps of some of the most important editor/contributor projects of the 20th century. Just as the Oxford English

Dictionary became the definitive word on words through the efforts of volunteers, the Open Directory follows in its footsteps to become the definitive catalog of the Web. The Open Directory was founded in the spirit of the Open Source movement, and is the only major directory that is 100% free. There is not, nor will there ever be, a cost to submit a site to the directory, and/or to use the directory's data. The Open Directory data is made available for free to anyone who agrees to comply with our free use license."

Find out more about the project, and how to submit your website at http://www.dmoz.org/.

Here are just a few of the numerous directories where you can get yourself listed, either for free or for a modest fee:

http://www.yell.com
http://www.020.co.uk/
http://www.findasolicitor.me.uk/
http://www.doweb.co.uk
http://www.ukdirectory.co.uk
http://www.infolaw.co.uk
http://www.londononline.co.uk/
http://www.touchlondon.co.uk/
http://www.netlondon.com/
http://www.solicitors.co.uk/
http://www.lifestyle.co.uk/
http://www.city-visitor.com/
http://www.touchlocal.com/
http://www.solicitalawyer.co.uk/
http://www.solicitalawyer.co.uk/
http://www.solicitors-england.co.uk/
http://uk.local.yahoo.com/
http://www.companiesforsale.co.uk/
http://legal.business-biz.com/
http://directory.internetbusiness.co.uk/

EzineArticles (http://ezinearticles.com/) is the best known article publisher. Others include http://www.goarticles.com/ and http://www.goarticles.com/, neither of which carry as much legal material in general as EzineArticles or as much material from the UK. You could use this to your advantage!

For a basic guide to RSS, try this from Wikipedia: http://en.wikipedia.org/wiki/RSS_(file_format).

Google AdWords "guru" Perry Marshall offers useful advice on using WordTracker as part of a general overview on keyword research: http://www.perrymarshall.com/google/tools/.

To really wrap your head around AdWords, you need to read Marshall's *Definitive Guide to Google Adwords*, co-authored with Bryan Todd. You can buy and download it as a 220-page PDF at Marshall's website: http://www.perrymarshall.com/products/.

Another AdWords expert, Mark Widawer, has a neat tool called the Keyword Turbocharger, which may help you finesse your phrases: http://www.keywordturbocharger.com/.

 Also check out his Landing Page Cash Machine, also a PDF download (130 pages this time), available from http://www.landingpagecashmachine.com/.

Both Marshall and Widawer run regular online courses and telesminars—highly recommended.

For a complete overview of SEO, you, or whoever runs your website for you, should sign up to Planet Ocean's comprehensive subscription service for $144 a year. This provides regular updates on what the search engines are doing to complicate your life and includes access to *The UnFair Advantage Book on Winning the Search Engine Wars*, a mighty PDF tome that covers everything we've looked at here and a very great deal more. It's regularly revised and subscribing gives you access to linked material that's password controlled.

http://www.searchenginenews.com/.

Chapter 16

There's more about the origins of email here: http://en.wikipedia.org/wiki/Email.

For more about the origins of spam and bacn, use Wikipedia as a starting point.
http://en.wikipedia.org/wiki/Spam_(electronic)
http://en.wikipedia.org/wiki/Bacn_(electronic)#cite_note-2

There's more about bacn here: http://bacn2.com/

Use of the first commercial spam has been laid at the door of American attorneys Laurence Canter and Martha Siegel, who in March 1994 used a bulk posting to advertise their immigration

law services. The incident has since been dubbed the "Green Card spam", after the subject line of the postings. They claimed they had a free speech right to send unwanted commercial messages, and went on to write a book entitled *How to Make a Fortune on the Information Superhighway*.

The original *Monty Python* sketch is here: http://www.youtube.com/watch?v=anwy2MPT5RE&feature=related.

MailerMailer is an email marketing and newsletter service based in Rockville near Washington, DC. The website provides a great deal of useful information, including a free e-book, *Turning Emails into Customers*: http://www.mailermailer.com/index.rwp. Their latest *Email Marketing Metrics Report* can be found here: http://www.mailermailer.com/metrics.rwp.

Return Path (http://www.returnpath.net/) have bases across the US and in France, and specialise in optimising mass emailings for higher open and click rates. The unsubscribe study PDF can be downloaded here: http://www.returnpath.net/landing/unsubscribestudy/. The site is a mine of excellent information about the mechanics of getting your messages past ISP and individual anti-spam software and into inboxes.

CleanMyMailbox, based in Montana, provides detailed guidance on how to set up your own "whitelist" and how to encourage your subscribers to do the same—with your name on it, of course!

http://www.cleanmymailbox.com/

If you don't already use an autoresponder, or you want to upgrade or find out more about what's out there, these sites are useful sources of information.

http://www.autoresponder-review.com/

http://www.simplewebsitemarketing.com/autoresponders-email-marketing-tools-reviews.htm#reviews

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Chris Cardell's email advice is quoted from *5 Simple Strategies to Rapidly Increase the Profitability of Your Website*. There's more information from http://www.cardellmedia.co.uk/.

Alex Heshmaty (http://www.legaltechie.co.uk/) is quoted from *Why Email Newsletters?* Internet Newsletter for Lawyers and Law 2.0, July/August 2008.

Gerald Newman, of LawComms (http://www.lawcomms.com/), is quoted from *E-marketing for Barristers—Part 1*, Internet Newsletter for Lawyers and Law 2.0, January/February 2009.

David Gilroy, of Conscious Solutions (http://www.conscious.co.uk/), is writing for Legal Marketing, Vol 3, Issue 1 (www.legalmarketingmag.com).

Bird, D. (2007) *Commonsense Direct and Digital Marketing* (London: Kogan Page).

For more about email design have a look at http://emailexperience.org/, the website of the US-based Email Experience Council, which describes itself as "the email marketing arm of the Direct Marketing Association, a global professional organization that strives to enhance the image of email marketing and communications".

Also useful sources of information about using email are these leading US service providers:

http://www.smith-harmon.com/

http://search.constantcontact.com/

Here's guidance on the Privacy and Electronic Communications (EC Directive) Regulations 2003 from the Information Commissioner's Office: http://www.ico.gov.uk/upload/documents/library/privacy_and_electronic/detailed_specialist_guides/pecr_guidance_for_marketers_dec06.pdf

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Chapter 17

Warrillow is a US consultancy specialising in supporting small businesses. The quote is taken from *Warrillow Brief: Best Practices in Using Webinars to Generate Small Business Leads*, downloadable at http://www.t-f-m.co.uk/ExhibitorLibrary/2796/Warrillow_UsingWebinarsForSBLeadGen_3.pdf.

The Webinar Blog, which does what it says, is hosted by software developer and marketer Ken Molay. It's a useful source of information about everything to do with webinars, from the technical through to advice on presentation: http://wsuccess.typepad.com/webinarblog/. Also hosted by Molay is http://www.webinarwire.com/.

CPD Webinars, of which co-author Daniel Barnett is a director, has shown the way with professional development webinar training, offering one session a month and focusing in particular on employment law and PI. There's more at http://www.cpdwebinars.com/.

BrightTALK, the service provider used by CPD Webinars, was founded in 2002, and has bases in the US and UK. It offers a range of options for creating webinars and hosts a range of channels for viewers: http://www.brighttalk.com/.

US-based Citrix Online, which markets the remote access software GoToMyPC, is one of the webinar market leaders. Products include GoToMeeting for up to 15 attendees, and GoToWebinar for up to 1,000 attendees. It also has a UK office: http://www.citrixonline.com/

Alex Mandossian is another highly successful American online marketer who has made the teleseminar—in various guises—his hugely profitable niche. He's a great—and very entertaining—trainer and his blog is always a source of useful marketing tips. His main site is http://www.alexmandossian.com/; other sites include http://www.teleseminarsecrets.com/ and http://www.marketingminute.com/.

The quote comes from one of his reports: *How a 44-Year Old Northern California Father of Two Makes $25,000/Hour Working from His Home.*

Chapter 18

David Meerman Scott's observations about Yellow Pages can be found on his blog: http://www.webinknow.com/2008/12/yellow-pages-anyone.html.

Chris Cardell's website is http://www.cardellmedia.co.uk/.

(See resources for Chapter 4 for more details about this leading UK marketer.)

Delia Venables' site is http://www.venables.co.uk/. (See resources for Chapter 11.)

Chapter 19

Drayton Bird began his career as a journalist and copywriter. He has 50 years' experience in direct marketing and advertising and is a former vice-chairman and creative director of ad agency Ogilvy & Mather. The Chartered Institute of Marketing named him one of 50 living individuals who have shaped today's marketing and he now runs marketing consultancy Drayton Bird Associates (http://www.draytonbird.com/), a good source of sound advice and tips. He is noted for not taking prisoners and for his sharp (and not always entirely politically correct) wit. Check out his blog: http://drayton-bird-droppings.blogspot.com/. His classic marketing book is: Bird, D. (2007) *Commonsense Direct and Digital Marketing*, 5th edition (London: Kogan Page).

Chris Cardell's website is http://www.cardellmedia.co.uk/. (See resources for Chapter 4 for more details about this leading UK marketer.)

Here's guidance on the Privacy and Electronic Communications (EC Directive) Regulations 2003 from the Information Commissioner's Office:
http://www.ico.gov.uk/upload/documents/library/privacy_and_electronic/detailed_specialist_guides/pecr_guidance_for_marketers_dec06.pdf.

Here's guidance from the Direct Marketing Association on all aspects of direct mailing, telemarketing and other forms of direct marketing, including links to members providing services: http://www.dma.org.uk/.

Chapter 20

Peter Rush describes himself as a "business consultant who lives and breathes winning pitches and tenders with and for their clients". He has more than 25 years' experience of winning commercial tenders and pitches in most professional fields. He specialises in the legal world and has a growing global client list with many top 50 UK firms.

http://www.thepitchdoctor.com/

The quoted material came from www.legalmarketingmag.com where Rush contributes a monthly column. Search for "pitch doctor" on the site to find his archive.

If you want more basic and formal advice, the government's Business Link offers a beginner's guide to tendering: http://www.businesslink.gov.uk/bdotg/action/layer?topicId=1073900012.

Among businesses offering guidance and liaison between those putting out tenders and legal firms going for them is First Law, which says it "advises on and manages formal legal tenders for a wide variety of large organisations in the public and private sectors". More than 250 law firms have participated in tenders, and the firm annually tenders around £10 million of legal work.

http://www.firstlaw.co.uk/

Another firm, Bidlegal, in anticipation of ABS, also acts as go-between but at ground level, putting clients and businesses in touch with law firms. The website says: "You don't have to visit

or telephone hundreds of lawyers comparing prices. We are not tied to any law firm, we don't have favourites and we never take commission or 'backhanders'."

http://www.bidlegal.co.uk/

Chapter 21

Legal marketer Patrick McEvoy's Rainmaker Best Practices site is at http://www.rainmakerbestpractices.com/ and the "Now isn't this truly ridiculous?" PDF can be found at http://www.rainmakerbestpractices.com/individual-attorney-marketing-plans-and-the-art-of-confision/. (Note the misspelling of 'confusion', which we have correctly reproduced.)