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# Legal Connection

WHERE LEGAL TECHNOLOGY AND PEOPLE CONNECT

## Outsourcing 101



All too common is the business owner who feels they have to do everything themselves in order for things to go smoothly in their practice. This couldn't be farther from the truth! In case you're curious about why so many business owners are singing the praises of outsourcing, keep reading to see just three of the many benefits it can obtain.

### More Value for Your Time

When you own a business, one of the most important things to remember is how much your time is really worth. When you think about the dull or repetitive tasks that you are doing, you'll find this work is not worth your high per hour price tag! When you outsource, you'll pay someone else to take care of those responsibilities while you give attention to the more important, money-making projects.

### Saving Resources

Think about everything that goes into the tasks that you would outsource. This will range from things like your time and space to costs such as

Internet and software. After awhile all of these costs add up. For instance, graphics software can get quite expensive. If you are outsourcing an activity, you get more than just the task itself out of the way. You will also get someone who specializes in areas of your business that you may not know quite as well or have no desire to learn. More than likely these people will already have the tools needed to complete their assignment. Depending on the project, this might save you money and learning time. This brings me to the next benefit of outsourcing.

### Going to the Experts

The tasks you are outsourcing might not be ones that you have no desire to learn about, whether they are troubleshooting, manufacturing, taking orders, website design and maintenance, or something else. By handing the work over to an expert who enjoys and makes it their business to know these things, you'll be able to take advantage of their knowledge in the area without having to learn it yourself.

When you first begin learning about and implementing outsourcing techniques within your business, you'll find out those boring or repetitive tasks can easily be handed off to someone who enjoys doing them. This will allow you, as the business' owner, to free up more time to concentrate on more important aspects of your business such as product creation, advertising, networking and other marketing practices.

These are the things that will help your business to grow even more profitable.

Visit [www.learn2outsource.com](http://www.learn2outsource.com) to sign up for a FREE 5 day eCourse: Outsourcing 101.

OK. It may not be Palm Pre type of tech but my crock pot is still a "smarter technology" for cooking. Here's my favorite, easy recipe:

### CROCK POT BEEF

- 1-3 lb piece beef (more beef =cook longer)
- ½ envelope Lipton's Onion Soup Mix
- 1 can Campbell's Cream of Mushroom Soup
- Top third (leaves and all) of a bunch of celery – chopped

Rub beef with onion soup mix; place in crock pot; plop on and smear mushroom soup over beef; toss celery on top. Cover and cook until beef shreds (6-10 hrs). Stir to combine and serve over noodles/rice or as hot sandwich filling. Yum! :)

SMARTER TECHNOLOGY Experience Counts





# Tech Connect:

## 10+ Reasons Attorney Laura S. Mann Prefers To Have A Personal Mobile Device

*LinkedIn:* <http://www.linkedin.com/in/laurasmann>

*FaceBook:* <http://profile.to/lauramann/>

*twitter:* <http://twitter.com/mannlegal>  
[www.mannlegal.biz](http://www.mannlegal.biz)

1. Getting and replying to e-mail anytime, anywhere.
2. Being able to look up information anytime I want to know something - definitions, data, historical figures, having the entire internet at your fingertips is terrific!
3. Having my calendar and task list at my fingertips - I always know my schedule and don't have to wait - if I'm out in public and want to set up a lunch meeting or I'm in court and the judge is trying to schedule trial, I save tons of time by knowing my schedule at all times.
4. Reminders – saved me over and over again reminding me of deadlines to file pleadings, court dates, client appointments, etc.
5. Even the alarm clock comes in very handy when the power is out, the clock breaks, I'm on vacation, etc.
6. G-mail and other free apps (FaceBook, twitter) are great and really help me be more productive, as I can use any down time to check and sync e-mail, see what I have to get done that day, update my friends and family with a post or tweet, etc.
7. The voice recorder is really helpful for when I have a random thought I want to remember, especially when I am driving. Not only can I record my thoughts right onto the device and not have to pull over to write something down, after I'm done recording I e-mail the voice note to myself so I don't forget that I've recorded something.
8. Texting can be done from any phone these days, but I find my device's QWERTY keyboard much easier to use. I type fast and more accurately than others I've experienced and I don't have to figure out where the letters are or press a number key multiple times to get the letter I want.
9. Having all my information in one place, with me all the time and organized the way I want it and can access it quickly.
10. Last but not least, on a personal note, I love having a camera and video camera on me at all times to capture those unexpected and oh-so-cute moments of my 3 year old daughter. Come to think of it, being able to play my favorite music anytime is nice if I'm stressing and need to put myself in a better frame of mind. I can just listen to some groovy tunes and I'm more relaxed and can refocus on being productive.

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 Laura is licensed in NY, NJ and US Tax Court. She is experienced in family law, IRS disputes, small business formation, mediation, residential real estate and general litigation. Laura practices from her office located in West Milford, New Jersey. [www.mannlegal.biz](http://www.mannlegal.biz)

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# F.I.R.M. Up Your Receivables To Build a Healthy Law Practice

*Law firms can make small changes that yield big cost savings.*

**JIM TURNER, EASY PAY SOLUTIONS\***



**F.ocus** on client collections by laying a strong foundation at the very first client meeting.

We all know that even the best buildings will fail without a strong foundation. Profitability in your firm begins by laying a foundation of solid payment arrangements with your clients. Setting payment expectations up front will help to prevent misunderstandings later in the client relationship. Trying to fix a foundation after the building goes up is incredibly difficult if not impossible.

How do you set expectations up-front? The simple answer is; probably not much differently than what you are doing now. If you are discussing financial arrangements with new clients at the first meeting, you are already well on the way to laying a good foundation for timely payment. The only question is, "Who is in control of the arrangement?" (If you are not discussing financial arrangements with new clients on the very first visit then start! Setting expectations at the start of the relationship will help to avoid putting your firm in the unpleasant arena of collecting late payments.)

The remedy is to take back control of client payments. If payments are pre-arranged, even for variable amounts, and permission is obtained via a "signature-on-file" for a credit, debit, or ACH transaction, the firm's administrator now has control of when the payment is transacted. More on this later...

**I.ncrease** the probability of on-time payment with good communication.

Every major building project requires communication on multiple levels. Blueprints, regulations, codes, supply orders, and contractor requirements, are all communicated ad nauseam during the building process. Each detail must be passed along seamlessly to assure accurate and timely construction. Miss a single detail and the project may not be "code compliant" or habitable...and incur significant expense to complete. The law firm is no different. Think of the time and goodwill that has been sacrificed as a result of miscommunicated charge or fee on a client invoice. Loss of client trust, delayed cash flow, and the administrative time to correct, re-bill, and finally collect the amounts owed are a major cost to the firm.

Increased, consistent communication is the way to avoid the costs associated with billing errors. Two simple communication steps can help speed payments.

**R.e-think** retainers and trust accounts to create more payment possibilities.

Often, changes in the business landscape require new ways of thinking. If a building was blueprinted to be built on a certain grade, and natural forces caused that grade to change, the blueprints would have to be changed to accommodate the new grade. The same is true of the legal billing landscape. Technology changes, economic pressures, societal issues, new regulations, and a host of other "natural forces" have combined to change the billing landscape. A number of questions should be considered when a "new way" is contemplated.

Is there a better way to ensure timely client payments without tying up the client's money for the duration of the work? Does the existing "blueprint" best serve the client while providing prompt payment for the firm's services? Should your firm consider a "new blueprint" designed to accommodate the changing payment landscape? Can the additional accounting and reconciliation necessary for retainers be eliminated without delaying client payment?

These are just some of the questions that naturally arise when the "tried and true" methods are challenged and a new way of thinking is introduced. The real question is, "If the above questions can be answered in an affirmative and beneficial way to the firm and client – will your firm be open to the change?"

**M.odify** your approach to collecting past due invoices and get results with every client conversation.

Many older buildings need upgrades to provide modern comfort and conveniences not available when they were originally designed. Some need upgrades to comply with new accessibility, safety, structural, or other regulations. Business practices also need an upgrade periodically to provide a better working environment, attract new employees, deliver better customer service, gain access to new customers, or to preserve profitability.

Take control of the payment process and you take control of your cash in the bank! Every conversation with past due clients can yield firm payment arrangements that you control if you obtain a credit/debit card number from the client and agree on a payment schedule.

*\*EASY PAY is a software tool that allows you to capture a "signature-on-file" permission from clients to process payments via credit, debit or ACH. You retain control of the payment process, assuring timely payment(s).*

[www.easypaysolutions.com](http://www.easypaysolutions.com)



**From the Blog:**

## LegalTypist Transcribes:



The Kennedy-Mighell Report - Lawyers and SmartPhones

Dennis and Tom discuss "smart" phones, including the iPhone and BlackBerry and a mention here or there of the Palm Pre ...

[www.thelegalconnection.com](http://www.thelegalconnection.com)



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**How To Locate and Work with a Virtual Legal Assistant**  
FREE webinar hosted by Rocket Matter

Septembers in 2009:  
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