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Let's start with war stories... I had a hearing that was scheduled today in Sherman Texas Grayson County Texas workers compensation case non subscriber who can tell me what non subscriber workers compensation cases are?

Lady in Audience: it's like when they are not subscribed to Texas work compensation but they are subscribed to private insurance and they are approved for 1%

Jim: right approved for 1% so tell me tell everybody what it means only approved 1%.

Lady in Audience: So if they find any negligence on the employer then they are liable.

Jim: correct so that is and you know how many states allow employers to opt out of the workers compensation system there is one state the state of Texas out of 50 states all 49 other states have Workers Compensation it's required employers to have workers compensation but Texas you do not so some employers want to save on their insurance premiums and so they don't pay their workers compensation insurance they don't get in the system and so we have non subscriber cases so you can sue the employer directly if they have Workers Compensation you cannot sue them directly unless it's gross negligence or death case and so in this particular case our hero was working for utility company not a public company utility company they were doing construction laying a trench putting in some metal plates in the trench and they dropped the plate on his foot and it took off four of his toes. Alright have you ever dropped a drawer on your toe or ever dropped something on your toe you can imagine four of them are taken off.

So our hero was referred to me by Francisco who is the top Hispanic lawyer here in town so our hero's Hispanic he gets arrested and he is not legal and he gets shipped down to Mexico so we are going forward with the plaintiff's case in that case but our guy can't come back. I talked to Francisco about whether or not a coyote to bring them back is a court cost but we are we not going to do that so for purposes of going getting the case to go forward we were going to do a video deposition he was going go to Mexico City he would be there on my Skype and then we would all be in our own offices and do the deposition I noticed the deposition for that and the other side notices of deposition in Sherman right after me so I file a motion to quash his deposition he files a motion to quash my deposition and it set for hearing today so the I asked the Texas A&M student who hired Eric Wright to do some research and just on one rule 199 and what are the who wins on this motion to compel issue and Eric comes back as often happens in these cases I don't know it's the rule is discretionary and it's really up to the judge so I find a local attorney who call I call local attorney in in in Grayson County I find him through the Texas trial lawyers list serve and I call him and I say you know what have I got here what am I looking at with this judge and they have appeared before him and he said we've got you know Republican right wing Fox news watching mouth breathing judges up here okay and so if he gets a whiff that your guy is not a legal citizen he's not he's going to kill you so I got the hearing in two days what do you do?

This was on Monday. This is the information I have on Monday. What do you do?

Jim: Have to go to Mexico City and do it there?

Lady in Audience: NO you can't because they just had 4.0 Earthquake and position is going to be difficult

Jim: Yes you can't do that and I don't think that would work yeah

Person from audience: You exclude well I don't know I would say exclude evidence on the system of your client but that will with the Judge who is having an issue.

Person from audience: Can he move it to federal clerk

Jim: No! How about call the opposing attorney and just feel the get his pulse so hey I said I said you know I'm down here in Fort Worth got a lot of things on my plate don't really want to drive to Sherman on Wednesday what's going on he is a really he's a really nice guy you can you get a sense within 15 seconds of talking to somebody on the other side whether they're genuine and whether they're or not he was a nice guy so I said you know what are you thinking he said well I said the law said may I notice it for Mexico I'm going to set it up in your office you don't have to leave your office and you can depose and from there you can email your exhibits to the court reporter how is it inconvenient to you and I'll pay for it I'll pay for the court report I'll pay for the whole 9 yards and he said well I have a little tackle advantage here I figured out that your guy got arrested and you don't have to tell me whether it is illegal or not but I assume with these in Mexico he's maybe his immigration status and I said you know that's not relevant you know the judge the jury can't consider that because the judge figures it out judges you like you very much I said well how's it going to bring it up if you're not because he said I'm not going to bring it up so he says how he's going to bring up and he's going to say well why does it have to be in Mexico is there any problem with the immigration status he said in the guy said what you're going to responded to that I said my responses going to be I'm not sure as I really am not sure hundred percent but he should know because his client employed my guy and if he employed my guy and he was working there for three or four years he certainly must have the documentation to show that he was legal right Your Honor I hope like SP4 in the situation of SP4 the people that you go and commit crime against are Hispanics because you know they won't call the police I sure hope that this guy is in the construction company that allows their workers toes to get chopped off put some on the heap and get some sent back to Mexico and he said what are you going to do about the trial and I said trail is going to be a different story if I can get my guy here for trial you and I are not going to have a conversation he said while I'm not sure I got to talk to a partner. I said I don't want to I don't want to go up to Sherman on Wednesday. He said I'll tell you what, I'll postpone it. I said I'll move my office in October can you go ahead and postpone it that yeah no problem we moved to October 20 so I wanted here him which was my goal right so how it's going to turn out but that's how that that's how that conversation went on Monday the other one I had was a emotional compel it's a simple car wreck case four Hispanics again referral from Francisco who were in a car accident five Hispanics and four of them when the answers interrogatory that said name all the physicians that you seen in the last 10 years said none none and he said that can't be true that can't be right that's why he filed a motion to compel and I said I talked to him and I said we have to answers that motion how am I going to say I'm going to say I don't have any objection and we've given you the answer he said that can't

be true he said I've got a guy who's got it had no surgery how can they not see Dr. said no surgery I saw my client said that was when he shoved a peanut up his nose was four years old and they had surgery that was more than 10 years ago just can't be right that can't be right. So we're going to have to go forward and he said and I just don't I only get to take your clients deposition once tonight I I don't I want to have all the medical records when he says that what do you say how do you resolve that situation? Here's the answer: it's right there.

Person in audience: If you will have all the medical records.

Jim: NO

Lady in audience: does he let you all the records?

Jim: NO! He does have all the medical records. His comment of I only get to take your clients deposition once it is true what you say to him what you say to him. he say hey if you want if you take the deposition in my client under oath give you an answer different than his answer to interrogatory I will let you take his deposition a second time you can get your medical records you can go ahead and do what you need to do and you can take him a second time I don't I rarely like to give my clients a depo twice but if you're that concerned I'll do that to avoid a motion of compel just so we don't have to both good this was in Dallas just so you will have to go over to Dallas County on Friday and he said I'll tell you what if that happens I will go ahead and leave my questions in the second deposition to just medical records that we get I said great I said I'll tell you what if you go ahead and find out that some of those medical records have do with a car accident or personal injury you can go into that whole area if you want well that sounds great I said and he said well there may be some objections here that I can't live with us to get me those get those resolved and we will let it go for the hearing so now I don't have to go down and have the hearing on Friday that's kind of the way that's why I have been in court in about a month a month and 1/2 is because that's how you can resolve those issues all make sense.

Had a case evaluation just just a with respect case evaluation I am not teaching this class again in the spring I talked to Dean Aiken I think his name Alcon name I don't even know what is his name I'm sorry and she said were going to have you teach again in the fall I was going to do a winter master which was one of those short ones and that's case evaluation client relationships and she said she wants me teach in the spring so probably be doing that I don't know if one or one and a half hours but one of the here here is the example of of what we what I do in their client calls and she says, referring attorney calls and says hey Jim I got a Legionnaires' disease case because I think I told you about the other one right I got a referral it's in Dallas I don't want to handle it here's why I don't want handle it what do you think it's a gentleman who is a Army veteran he's 66 years old he was suffering from brain cancer they had done which was lung cancer that has metastasize in the brain he had about nine months to live according to his daughter he went to the VA in Dallas to get treatment and there was an outbreak of legionnaires there and he got legionnaires and died within a week alright the the guy said I just want handle it because I think there's a limit on damages and I think there's other issues with suing the government so what you'll do in that case I've talking to the daughter when you're trying to tell her about the case. what are the things you do when you talk to a potential client doesn't matter what kind of a case litigation transaction what the first thing you get from the client?

Lady in Audience: conflicts

Jim: What's that?

Lady in Audience: Conflicts

Jim: conflicts and so you get that how?

Lady in Audience: just by asking information

Jim: Name, address, phone number, social security number, email address, date of birth I can't tell you when I was a young lawyer the number of times that I had a case evaluation and I walked out of that case evaluation and I didn't had my clients last name their address or their phone number like I'm an idiot right so i did track that about how do we pin no that's not you got it all the information upfront plus it has the effect of relaxing the client the clients telling them that you information that they know so if she tells me the whole story now what you do you take the case or not what's your evaluation it's complex so I don't expect you all get it but just any issues that you see in that

Person in Audience: we're going to see if she is going to get enough to make it worthwhile for the one who has to go through that entire process.

Jim: What's the process?

Person in Audience: entire litigation process

Jim: but what's the unique part of the litigation process with this particular case

Lady in Audience: The Governments, right you have to go and see if what you're are able to get for after looking for what your fee and such are that's going to be worth it for her to do so

Jim: So what is the cause of action that you bring or where do you bring the cause of action?

Person in Audience: it's Government Federal

Jim: So what would be their claim?

Person in Audience: it's an awful death but you have to figure

Jim: you have to sue under the Federal tort claims act

Person in Audience: right

Jim: right so this is under a under Texas tort claims act Federal tort claims act you to do notices within six months that client calls you, you let that sit on your desk for six months you committed malpractice so you can't let that sit you got to turn around any kind of government related case you can't let sit on your

desk you have to turn it around that's the first issue second issue is you were talking about damages are there any limitations on damages mine understanding is \$250,000 third is who knows what healthcare liability claim is under Texas law for litigation purposes chapter 74 anybody know that so when you sue for medical malpractice under Texas law you have to have an expert report attached to your petition you all understand that?

You have to have an expert report to attach your petition in order to get that expert report you got going get all the medical records if you fail to put that expert report on their the other side can dismiss the case and when they dismiss the case not only do you lose but your client not you your client has to pay their attorneys fees and it's an appeal on whether or not that expert report is a good report everybody understand?

So when it started in 2003 when the law was passed that allow these healthcare liability claims we had do the expert reports it was limited to just doctors and lawyers doctors against patients but in the Texas West Oaks case about four or five years ago they applied it in a case where a worker was injured in the hospital they said that that was a healthcare liability claim an employee of the hospital on a non subscriber that was a healthcare liability claim then that case the guy went in trial court and won a \$750,000 verdict plaintiff's attorney he upheld it on Court of Appeals the Texas Supreme Court reversed and rendered well reversed rendered against him remanded back to the trial court to the trial court could determine the amount of attorney's fees that his client had to pay can you imagine making that phone call I'm sorry we lost her \$750,000 on verdict and over to get a half-million dollar bill from them on attorneys fees and know this guy bless his heart the plant floor none of us saw it coming so it's not like he committed malpractice it was just a terrible decision so they've expanded so far that one retired doctor who led his car cows have you all heard of the story retired doctor who led his cows wander out on the road at his from his own little ranch area and a car ran into it and get the cow he said that was healthcare liability claim because he was a doctor now that was dismissed I mean that that it was the motion was denied but that tells you how far they're taking healthcare liability claim if a relates in any way to healthcare liability.

Jim: Yeah!

Person in Audience: what you said that there was a breakout in Legionnaires disease are you going to try to do any investigation see if there more because potentially that could raise what they could get or class action type

Jim: Well only I can make a class not on a Federal tort claims act but I mean do I want a bunch of these millstones around my neck I don't think so I mean I got there is a potential and I'm I haven't researched it but is it a healthcare liability claim is it a federal tort claims act claim what are my limitations on damages he was going to die in nine months right so what do you say to your client potential client what you say to her after you do your analysis and you're on the original phone call with her what you say.

Person in Audience: have to do research

Person in Audience: I mean have to tell her the truth that it's not looking favorable to either of them, it's either you or her and there is no reason not to at least let her know the possibility that in six months she will have something to do with it.

Jim: your first part is correct you tell her hey I don't think we got a case here but I'm going to go ahead and look into a little bit and I'll let you know within 48 hours or 72 hours whether or not we have a case but I don't think we do and here's why I think your dad was probably going to pass away anyways he told you was terminal right yes he did and so that's difficult and then there's a bunch of legal hurdles that we gotta jump over and then there's a limitation on damages and I said what do you think how do you think it is to sue the government and she said you can't sue the government that's right it's very difficult to sue the government but I'll let you know 72 hours and I really appreciate your call you know thank you so much for thinking of us and I'll be in touch with you and so I'm going to call her back Renée. Go ahead

Lady in Audience: sorry did you said he got that at VA hospital

Jim: Yeah

Lady in Audience: not the other people get it?

Jim: that's what we think she was telling me that there was additional Legion additional pneumonia type cases that she heard to the great line but the reason why she knows it's legionnaires was because the Dallas County health department contacted her and told her that that they had tested positive for legionnaires at the VA hospital and then they got a test at the other hospital he went to and confirm that legionnaires.

Person in Audience: so it might break up in VA hospital

Jim: yeah so I mean I don't believe in negative publicity being did I have told you the story about okay so I was listening to a seminar there was 100 people in the room I was watching on video they said how many people here had a client say that the bad publicity's can get the other side to settle and all of them raise their hands How many people here had had the other side settle because they're afraid of bad publicity one guy raised his hand okay you're going to have every client come tell you that when the other side hears about this the publicity's going to make them settle the case but it's not going to happen but this is the one case I could see Channel 8 channel 5 jump in on VA hospitals having problems and look how much problems are having now our veterans can begin take care of they have been taking care of the Legionnaires disease and they put my lady front setter talking about how her dad had nine more months that they want to spend with them and they can't anymore because of the VA Hospital wouldn't clean their water but I still don't think. Yeah

Lady in Audience: so who will set accountable for that thing like if most attorneys will turn down the case no maybe I sub lined it wrong the most attorneys will turn down the case but I will guess the majority of veterans at the VA hospital at least have probably have some other serious illness that's why they're at the hospital so who holds the VA hospital accountable for the bad water.

Jim: so personal injury attorneys have discovered the Ford Explorer Firestone tire case they fight you live discovered a bunch of the stuff sometimes we're the last people that can help and when you have to tell 90% of clients in medical malpractice cases that what happened to you is wrong I'm sorry for you but this

is a healthcare liability claim it's gonna cost me \$25,000 to work up the case before suits filed and I can't and we will get is a \$50,00 I can't afford it I'm sorry and they tell you that's what other 10 other lawyers told me that there is no one they go to channel 5 channel 8 they don't care about anymore they go to Fort Worth Star-Telegram if you'll seen the paper it's this thick now so there's no real articles in it press isn't holding people accountable as much as they used to that's where lawyers come in lawyers come in and try and hold people accountable for their actions in trying to social change but no one unfortunately that's a bad answer.

Person in Audience: It's not even worth with government

Jim: yeah I'm on a I'm in a supreme court right now on a case against the governments on a drowning case so I'm trying to hold them accountable will see we'll see how that goes.

To do list what you all do for to do list apps or on a notepad

Person in Audience: Google Calendar

Person in Audience: One note

Jim: one note

Lady in Audience: Pad and paper

Jim: paper how many people use pad of paper I do too how many people use some sort of electronic app or something what do you use?

Lady in Audience: it's called a wonder list

Jim: wonder list I know some criminal lawyers use. What do you use?

Person in Audience: Google Calendar I put it in whatever

Jim: and you too use on there

Person in Audience: I use one note because it goes on my computer and my cell

Jim: one note okay so I've struggled with this I just did what everybody else does I struggle with this all the time I've looked at many different lists and I'm back to pad and paper right now but that's something that I really struggle with.

Last time I was talk about war stories artificial intelligence new story just came out yesterday that one of the major major big law firms is now using artificial intelligence for mergers and acquisitions for contracts and mergers and acquisitions so what they're doing is is there there reviewing these massive

amounts of paperwork that going to M&A and looking for certain clauses certain paragraphs that are not optimal for their side and so it's saving time now I guess that the price point is like I think they said 10,000 10/4 million dollars per use so it's got to be big law right it's got you can't will he had no solo can do that but AI is really is really making a dent and it's something that I'm I'm still haven't got to tomorrow's lawyer which is the book I'm reading but watch for this this is coming right like winter is coming this is coming and y'all fight with and I see lawyers fight among each other and I'm saying you know this is in the north no these are the guys coming from these of the bad guys right so watch artificial intelligence if you see articles on it read read the articles and see how it's going to affect the area practice that you're in a lot of you won't but in certain areas it might by this week we're going to talk about real-life marketing will talk a little bit about social media the end but real-life marketing those little soccer balls given to the to the parents and the kids when they come in to keep the kids happy and the kids and thrown all over the office but that's fine that's a

Person in Audience: that's a law student.

Jim: law students and so that's an idea that's an example of real-life marketing talk over the practice he's got a list on page 97 and 98 of some real-life marketing things I think it's really good when talk you about he also says first page of Google is important but it's not everything you are going to get when you become a lawyer especially if you're in a small firm probably once a day an email from somebody promising to put you on the first page of Google delete it because those guys can't do it and I'll have Renée test that every once in a while I'll have them call up and say asking how they're going to get us on the first page of Google and give us examples of people who they've done that with and what happens Person in Audience: I actually put one person on the spot he told me give me 24 hours I can get you on the first page I said I tell you what prove this to me send me a person that you signed up three days ago and I want you to do Google search and I want to see their name on okay I'll do it.

Jim: They just can't do it but we get them all the time don't we alright they promise you it but they can't do it what you want to do is he saying to be a great marketer and a great lawyer into be a great marketer you first need to be great lawyer I agree you have to have confidence in what you're doing but there are lawyers the law Hawk is an example who is not a great attorney in the beginning but is a great marketer here's what he says he says specialize I agree with that the people that made the most money are people who have really specialized the guy said I'm doing a legionnaire's cases for they got legionnaires cases all throughout the country those cases are hi six-figure low seven-figure cases you've got 40 50 60 of those you make some real money.

He says write something I do that Renee is on there every day to write something for the blog to get something out of my web webpage promote what you write turn something an e-book that's why is recording right now so that I can turn something some of this not all of it into an e-book and then be a good lawyer I agree with all that but this is this is Francisco will come talk to you later he talks about write what a lost art for attorneys is writing especially criminal attorneys or family law attorneys who spend most their time in the courtroom dodging and weaving and they don't go back they go back they spend that the way family lawyers and criminal lawyers work I didn't realize this they spend their mornings in the courthouse in the afternoons with clients new clients they don't spend a lot of time writing so write as much as you can it's a pain in the ass but write it's really important.

He says and I agree don't lie I told you that last week it's it's it's easier said than done right you want to make people feel better and sometimes when you want to make people feel better you don't tell them the whole truth but you can't do that and pick up the phone and tell the truth and I told the truth on the Sherman hearing I didn't want to go Sherman today and he recognized that that goes a long way we tell the lawyer the truth he says writing is marketing and dumb it down and that's what we're doing we're doing a case summary right now and we're trying to make it so that everybody on Facebook and everybody can understand it write something that would be a good speaking topic blog post once a week were trying to do that don't outsource it super easy I represent a call center Pakistan that has 300 employees they got a little legal writing side their legal research I could outsource that for about 5% of what it would take me to do it in other words if I'm to 15 hour I could get someone for tent five dollars an hour to write blogs to do things like that for me but I agree with them it's got be you got to have your own personality what I said before I think I'll say it Google wants your brain on your website they want original thought they don't want you cut-and-paste they see when you take things from other places they want original thought whatever it is whatever's knocking around in your brain when you put on paper those words probably have been said in the same order by anybody else so they want original thought and then send what you write to publications all that make sense this is real-life marketing whatever you're interested in right about and send it to somewhere to see if the publish it that's building your brand he talks about media when the media calls you say something if you can when they call you will get a call you will get a call from media at some point in your career there was an attorney who I laugh because I still see the picture in my mind he got approached in the courthouse by a television crew and he put his hand up the side of the space for the cameras and started running all right he panicked and started writing to show it on the TV it was terrible.

Person in Audience: so I don't remember where we were but I know it was somewhere here in school somebody told us that if there something interesting going on legally like you know for example the statue over in Dallas call the news people and say you're a lawyer and offer your opinion I mean what all they are going to say no we're not going to talk to talk to alright no problem talk to the next one but they were just like be upfront about it call them and say hey I have an opinion on this and I am a lawyer so

Jim: And so yeah and you got ethical rules on that right you can't really can't give legal advice though because it is not a case.

Person in Audience: No I'm not talking about legal advice though but I am just talk about it there is some

Jim: here's the law here's what I understand I'm not giving legal advice to the client but here's the law on this I mean that's Francisco got his his appearance is a Fox News doing that right he's on Fox News now once every two weeks just call him up if you have an opinion on something.

Directory services make you commodity what he's talking about we talked about last week was things like legal match where you're promoting their brand you're not promoting your brand I agree with that educate those who are for your business to someone calls and says or you talk to someone you've got to have will go over the second you got have your elevator pitch you got to be able to tell them what you want to do what you want to be tell people get involved in the State Bar and what really matters is the relationship which you development develop it's not what you know it's who you know you heard it a million times

what you got develop that network and and sit in your house on a Friday night playing video games that's not that's not helping.

He says write a column he says join local business associations we talked but invitations to events and he talks about talking to local media so I agree with that alright presentations to groups I think presentations to groups are great if you can get them I'm a be a moderator at the Texas minority business Council in Austin in November I'm excited about it I just want to be a presenter to some groups anytime you can speak you get more people I did a a presentation to HR professionals and was called dumb and not so dumb things employers do to get sued and lists of it and did a PowerPoint and I got a bunch of business cards afterwards and got business what I didn't do follow-up I followed up with two or three got a couple piece of business but didn't follow up with the rest now that's my bad I'm not even following my own advice follow-up after you go to something like that. I've heard this before you probably heard is for you to be successful as the five people is the five people around you the most so I had a group that I've done goals with every year we meet every year all of us have done well we've all pushed each other worked real hard to do it you know so just get your group around you people that you find are successful you will learn from them learn how to market from them be successful like them this is counterintuitive so the lady that called me on the VA if I go through and I tell her everything about her case at the end I say I can't in good conscious put you through this I can put you and your family through this when in the end were probably not be successful I'm sorry if you like I'll give you two or three other lawyers but I really appreciate it those people call back that. Is that right Renee we turned on a lot of business what percentage you think we turned out people that call.

Renee: I would say at least right now since we have been very selective I would say 75% but a lot of individuals that called they talk to you and we give them a reason right and those people will always call.

Jim: right so you think it's going to be the opposite if you turn down business people I can want to talk to anymore but in fact they want to talk to more and it's fact that we have been selective at the office means more people want to come to do a friend of mine just got in a car wreck and said I don't mean to bug you and I said no dude that's what I do right I'll help right I'll help and I'm not going to charge him because he is really close friend but that's what I do but they think that I'm so selective that I'm not going to be able to help them and they are close friends.

Alright, did anybody here do it last semester? Does anybody here have an elevator speech?

Person in Audience: Not for law school

Jim: What's that?

Person in Audience: Not for law school

Jim: What do you mean not through law school?

Person in Audience: I was on a rent for all these regions

Jim: What do you mean when you rent to be?

Person in Audience: on a collage board yeah because I mean you had fifteen seconds must be truly didn't care about when you were billing so try to make them care

Jim: What tell me about your fifteen seconds speech there?

Person in Audience: client thought we're going to be 18 and we're running out of community College Board of regions because I believed that there use to be a student representative on that board and now it's not been represented and so I want to be able to be the voice of the students and represent the 4000 people that attending the school.

Jim: That's your elevator speech that's good did you all get that pretty good so that's kind of what you have to do for law you got to have your elevator speech ready to tell people what you want what you what you want to do in case you need a professional and tell them know who you are and what you do. You're going to talk about rules of three. He has the three things that he talks about he can do that real quick and the elevator you have a hook I'm 18 right what he says in the way this typically works is when you're talking to somebody you talk ask them first. Where do you work? What do you do? What kind of what kind of well I'm a wealth advisor up on six floor oh really then they ask you what you do there's your there's your trip your trick right there right you here in their elevator pitch you given your elevator pitch may or may not work in terms of getting future build your brand now the person the building knows what you do you all got it. You all need to have one. You need to tell him what your firm is what you offer how your unique and you call the action all the things that you did you want to tell them you want a vote from you you said how unique and you're going to offer that you're going to represent 4000 students that's what an elevator speech does that's real life marketing that's how you market this is where you get business one of the Thousand hooks just on a day basis you see somebody telling this it's just another hook in the water.

Person in Audience: I kind of like elevator speech. I know it's a lot of specific on our own. I'm in a position where we don't know what kind of law we're going to go into so I got this two point question. Do you have any recommendations? How can you kind of narrow in on what you want to do at this point like 20 or 30's so how can we narrow down to what we are going to do and you know what we say if we don't know?

Jim: so Cara and I met we went over that exact question didn't we and it took us an hour and half an hour and a half two hours so the answer to that question about I don't know what I want to do I'm not sure what direction I want to go in and that's the conversation that you and I have for an hour because what happens when I meet with people outside of outside of class is that I'll determined their background what they enjoy what they like and then how we can in their core values like we did in the first class and then what area of law you think you're interested in and about 75% 80% of time you're right but about 25 20 25% of the time you're going in a little bit of the wrong direction that's normal that's normal for being in law school right now because you're seeing all these different areas and you have no idea do I want to go into a state planning to ongoing litigation do really all I want to do is just past my damn debt right I want to find a job that will help pay off my debt so the conversation about what she want to do is not something that your conversation can be decided in you know five minutes what it takes is a really deep dive into you into your core values in your personality into your financial situation and your family situation you

know everybody's got a unique situation there's I met with the lady who was going to have a baby she was just looking for a little practice at home so we developed the practice for her that would work at home met with another guy had no clue what he wanted to do clearly was in over his head in terms of law school we need to get him into a medium-size small size firm to get his feet underneath him whatever area he could find so the answer that question is it takes a really deep dive into determining what you want to do when you get out here is that makes sense and so and I don't I don't think anybody in here a few people do you know what knowing how you want to go on family law, few people know where they want to go but a lot of people don't so that's the that's one question the other thing in the elevator speech is and you make it more general you talk more about them what kind of law you practice while that sounds really interesting I'm in law school not really quite sure the direction I want to go do you have time to be a little more time to sit down and talk about it or can we meet or do you mind if I pick your brain about it sometime you get No's about 60 70% time but when you get a yes take him up on it and go on see what they do and try and learn from that that's your elevator speech that makes sense I'm a law student at Texas A&M I think I'm interested in this area what kind of law do you do and so I'm in that area that's great do you mind if I just pick your brain will him about it sometime that's it. It's really hard there's a lot of folks I don't know really direction I had no clue what I want to do I was really looking for a job that's all I was looking for something to pay the bills and then I was engaged and there was like something to support family that's what I was looking for and sometimes you don't really figure down to your couple years out hopefully you've gone in the right direction hopefully you had a conversation with somebody who's a mentor who steered you in the right direction but if you don't and you're going in the wrong direction hopefully you don't it's not too late before you figured out and just so y'all know discourage graduate from law school even if you get your a passive bar agreement you don't have to practice law there that that this many of the top CEOs in the country our lawyers who are practicing lawyers I just read an article today about a group that does like shark tank stuff for lawyers for products and services that they have that are outside the law in the fund and the figure lawyers who learn a lot in law school you learn how to do stuff so that may not even be you might not even be a lawyer when you get out of here.

Email lists you all are going to get emails you all have an email list right you all have 50 to 100 people that you know that you email with that you like that are your friends family that your email list you can turn that email list and send people out different things hey you can do a simple as a two line email I just started my own firm I'm doing this type of work if you here's my website boom you all got it that's another real-life marketing right there we have a 4500 person database right now that we've generated and were doing a mailer for a particular kind of drug so were using our email list to get these different kinds of cases.

Person in Audience: do you do like a monthly Newsletter

Renée: Yeah

Person in Audience: so have you looked it like a prepaid news and the reason I said my mom I told you to see it we do one every month but it's a you know form template that has to go through compliance and

everything and so all she does is write like a thousand or more words and that goes thousand characters or whatever but that goes right in the corner and everything else is kind of.

Jim: I'm not a big fan I can't stuff because what I told you on Google and all that so were generating our own stuff so what working to do is what we have this case summary that were working on and then were to have a new office so we take pictures the new office and then when do all that a newsletter so when Renée came to me today and said hey since we're going to announce that we're moving next month why don't we put it in a newsletter and then put the case summary and all that which is a great idea so that's what we're doing they work by the way I use you know they work newsletters work you get a lot of calls so another hook in the water is a newsletter it's just that it says here tap on the shoulder so you just tell them hey I'm out here I'm still here and am still faxing law don't forget about me don't spam people and keep it short one or two articles so ours is going to be the the case summary and then it's going to be we're moving and we'll take pictures of the new place all that makes sense.

If you're going to do a newsletter you got to get permission make an opt in if you've been to say hey do you want my newsletter make them opt in don't make them opt out there's nothing worse than getting something you don't want as you all know so let them opt in he goes you can create other ideas and repackage that's what you're talking about I'm not a big fan of that but that's something you can do you can sure you make it smaller and do a deal to website you customize it but you need to send good stuff you need to send stop that's real timely there is a tear there's a TTLA seminar that's going on in December in Austin I've never seen a seminar that is more timely with topics there's 10 topics on their and all time I deal with every day is PI lawyer I've never seen.

Person in Audience: That's the only cool thing: the website that we use actually has the trackers so that we can see how many people clicked on specific articles so we know kind of what to send out more.

Jim: It's analyzing how your campaign does anybody know what the white paper is?

Person in Audience: to have more information on something specific

Jim: to whom?

Person in Audience: to specific to a specific community or you need you need practice

Jim: everybody understand that white paper is not to anybody's and not to a specific person it is hey I have all this information that's out here I know all this information here I'm giving it to you the world to look at and oh by the way if you have something this area call me. It's kind of what therefore right and should you use them I think so I do kind of modified I pen Renée put my a couple briefs one particular brief took me about about two months to draft it was that hard in that complex and I'm putting that on my website as original thought because no one has done that on those issues it was a highly complex case that's how I'm doing it awards do you put them on your website yes these are the ones that that I think are decent top lawyers is okay I'm on the, on the help the people that choose the top floors of Fort Worth and say it is not a scientific as you might think that super lawyers they limited to 5% of the total lawyers and in Texas so it is something that you can strive to and I've been on super lawyers for the last five years I

think when I made a conscious effort to be on their I would talk to other attorneys who were super lawyers and that's it how you get on there when you need to do to get on their and they said someone needs to nominate you so I said why have you nominated me in the three or four people nominated me and then I'm up right and then once you're in DC staying unless they pull you down so super lawyers is really is really nice to have on there and we've learned is on this is more Internet and website but super lawyers will give you a badge that you can put on your website and you put that badge on your website and in our group we used foster marketing and they tell us whether or not a certain batch has any value for Google purposes that makes sense so if you put a badge on your website it's a super lawyer Google likes it there are some others that on there that we called and they've said

Person in Audience: they don't recommend it but they say it's out choice plus they tell they don't recommend it

Jim: and it's like it's like what are some of what is what are some of things that I've

Person in Audience: I think one of them was top 100% or a top 100% it's something like that

Jim: I don't know I'm I'm like that makes you sound really good but it's not really good it's it's crazy and there's and I get probably one a month some award or something like that and we don't doing it because it just have no value they just want to get give you plaque for \$300 bucks they can put up in your office and that's it they have no value but super lawyers is worth it Martin double Martindale Hubbell do you all know the Martindale Hubbell y'all ever heard this have you ever heard of an AV rated lawyer who knows when AV rated lawyer means

Lady in Audience: don't know what it is but the attorneys get it it's usually like thought might have to subscribe

Jim: Okay that's that is not it but I know what you're saying but that is not it because that's then you're proving my point I really appreciate anybody else who has heard what an AV related AV lawyer rated lawyer alright so before the Internet do you all remember that time? before the Internet how would you as lawyers find out when another lawyer whether they were good or not I give an example how did I found out I'm with Northwestern life insurance when I got married Ann I felt like it was responsible thing to do to get insurance this was 1990 before Internet pre-Internet I went to the library and when in the U.S. News & World Report to see the top insurance companies but that's the only place I could find it that is mind-boggling for Michael a cow that blows your mind right it's mind-boggling well Martindale Hubbell was that for lawyers it had thick books and you may see the Martindale Hubbell books that are laying around thick books tissue paper thin paper and it and you could look up your name and Martindale Hubbell if you pay them would rate you and they would rate you from A to C on one scale and from V which means very good down to something like I can't remember what was average AV means was a big deal I still see lawyers old lawyers put on their website AV rated lawyer no one knows what that means no one knows where that came from but that's where it came from the came from Martindale Hubble I don't think you need to put AV on their it meant something 30 years ago it doesn't mean something now but learn the Hubble still does some online stuff I got a client distinction or something like that because my reviews and it has some value from foster market from foster said they have some value on the badge so

we put that on the website okay Avo you all familiar with that right when you get out you can have an avo they're going to say John Smith is an attorney you're going to have an avo site and it's going rate you at 6.4 like why am i 6.4 is because that's our default rating okay alright and then they have you build your avo site on your own and you keep building it so I built mine up, 10.0 which is the highest you can be. it wasn't hard and not because I'm some great lawyer it wasn't hard avo can then go ahead and do client reviews the client views on their it has peer reviews on their so it they got a \$71 million funding raise so they're here to stay there into the long-term they did some marketing stuff will talk about in separate class that at the time Prof. Rogers is that his name is no no matter who knows what it is Paul somebody older guy is teaching us and George.

People in Audience: Paul George

Jim: Paul George yea so he he came in and saw my class and I talked about this avo were there doing this marking thing and I said I don't know whether it's ethical or not I think it's not but I don't know why would be avo will be doing it if it's not well and he came to me and said really appreciated the fact that I said I didn't know because most professors try and say that they know everything right so I said I didn't know turns out that they just came out with an ethical opinion saying that it was illegal and unethical so avo is running a little bit trouble right now what they were trying to do was take their database of lawyers find clients match them up which is all fine but they were trying to take a fee of that and that sharing fees with non lawyers which is unethical and that's why I had problem I said I don't know how are they going to this so anyways that's Avo. if you get an award from them or if you get on your 10.0 and client section award you can put on your site.

Reputation management I will spend some time on this fancy word for client reviews I you all our social media yawn the was social media troll is y'all have your own personal brands y'all have been trolled before I'm sure you have all you been the one who doing the trolling on the Internet right reputation management as an attorney is critical five-star reviews are super important let me just show you my so when you go on Google the first thing you get for me is my site and up there in Google you see my 13 reviews five star all fives right we work really hard at that to make sure Renée works really hard at that we work really hard to make sure that we get the right people doing their views and we got but there's a truth there is a method to it a legal ethical method to getting reviews so when a person calls you up and you do work for them you get them when you're done with the job are you done with the consultation even if they're not can hire you say if you feel like you've gotten five star service would you mind doing a review you all see that you all understand that and they'll say yea I do so I'll say Renée follow-up Renée gives them Google Avo lawyers.com Facebook and yelp we give them those five to go ahead and do review and they'll go do a review so if you look we've got lawyers.com Avo we got a 10 here on there and all five stars there I think we got 27 reviews are all five-star reviews and from Avo. I don't know where so I don't know I have Facebook on the first page it normally is but so if you got Google avo lawyers.com Facebook and yelp and that all 5.0's

Person in Audience: even on the facebook it comes up right on there

Jim: oh does it yeah three votes all five so you see how that works that's reputation management now what happens and we been not going to even if we haven't had this what happens if you have a negative review

Person in Audience: reply to him like

Jim: Reply!

Person in Audience: yeah I reply to him he did head on you know

Jim: Okay so let's say that a person says one star patents sucked he didn't he didn't Ah he didn't respond when I called him he settled my case and stole my money how do you respond to that.

Person in Audience: first of all I think about what I can't say because I don't want to spill out everything and feel lighten but I would respond with something to where people would go he's open to try and figure out why they feel that way or something generic enough to where it's like okay we acknowledge that they are complaining but equality is something you would say something like I can't say this on here but what is it that if you feel free to contact me all kind of generic enough that people can acknowledge that you are responding.

Jim: The fact is just strong with so much it is not unusual. let me see if I kept it in this one or if it's a future PowerPoint. No it's a future so there was an attorney who got a review very similar to that and he went on and he said this client when they called me they told me that it was a good case and it wasn't a good case but I went out there at all and was a good case and my client told me some things that weren't true and my client has some psychological problems right swear this is true and I got him money and I pay that client money and everything in that review is not not what it should be what what's wrong with that?

Lady in Audience: violated the rules of bar

Jim: And this is really this graduate from this law school who did that.

Person in Audience: Just from marketing prospective it looks bad

Jim: you look terrible

Person in Audience: and you look confrontational in that you are immediately jumping to the fences that you're trying to figure out a solution

Jim: Yeah and he got sued get sued he got sued over that Ruby it was funny that I'm it's not funny for him but it was it was in the it was it now used as an example I may have it here in the future PowerPoint but I use it before he got sued saying this is how not to do it and I turned around and saw that he got sued for you just can't do that alright there was another attorney who it was getting who is at what competition mine you had 20 you know 25 50 reviews more than I did on all these different sites and he was getting so

many of you so fast and I couldn't figure it out how he is getting them so fast and then I get an office five star five star five star and a one star in the one star was he paid me through a Starbucks gift card to give this review that one review destroyed the other 80 that he had right the other thing Google recognizes when you get your Google on their they are sophisticated enough to know that if you have a computer in your office and you have people clients typing in the reviews on that computer they'll figure it the same IP address and they'll think that this is all a spam no flag you and they'll knock you down so clients have to do it off of their computers it is very tedious what how what percentage rent you think we get a people that say they're going to do the review and than they actually do it?

Person in Audience: I would say there are 40% that are actually doing it 60% are just follow up and follow up and then leave them alone.

Jim: you don't want to follow up too much because they might put up one star on their Renée kept bugging me right so yeah

Person in Audience: What percentage of that under the actual people that you stuff for that's your review

Jim: All all of them what do you mean I do stuff like

Person in Audience: he said 40% of said that they would do the review what is the percentage that says we won't do the review

Jim: oh what percentage people we're careful see now this is there is a there is an art to this right is it because there are some people you don't want to do a review right and the reason why you don't want them to do review is maybe there they're just crazy I mean that's one another is you just you just know you just know when you want someone to do a review we got one guy right now where I took his case to arbitration and I lost great guy Vietnam veteran was a special ops guy super guy suffering from Agent Orange suffer from a lot of issues and I didn't understand when I got the case I didn't recognize what I was walking into in terms of the defense the defense had handle a multimillion dollar case involving similar facts and they had the nation's best experts ready to go and I didn't know that so I walked into a buzz saw and I took it all the way form him I put about \$25,000 expenses in to the case because I had to fight these experts and we took it to arbitration and we gave it our best shot we lost and Renée now is going out to take his video because he wants to do a review he he wants to tell everybody how hard I fought for him I told him I'm honored you know he wants a pay me I'm not going to have him pay me but he keeps wanting to pay.

Person in Audience: I would also like to add that there is an individual that Jim has spoken to and he had done a part of research burn and turned out to be a business and those individuals he tells them that he's unable to help them out those are the first ones that want to give a review because they are so happy that Jim actually talk to them and spent some time with them that was a big big point there

Jim: I mean what it is is if they did a lot of potential clients just want to know what their rights are they want the peace of mind to know that they don't have a case they don't want to float around thinking that they might have a case and so when you're done with them and you tell him I'm sorry don't have a case

you know I feel bad for you I and employment cases especially what they did was a moral what they did was unethical but what they did was legal I'm sorry that happened to you I get paid a lot of money not to make you feel good I get paid a lot of money to tell you whether or not you have a case and I'm telling you don't have a case I'm very sorry but those people write reviews and said they really appreciate it so you all understand what the reputation management is y'all get what I'm saying you all understand about how reviews work how what to do and what not to do with reviews and I'll tell you this starts what you'll have when you go to law school is what I don't have right now and that's time so if you got two or three clients and they feel good about it have them do review if you get reviews if you get I'll tell you little secret about Google but if you get two or three reviews you are at now had about 50% of the legal community the old guys are don't know anything about this I had a mediation reason but the guy who had all his paper files on his desk like 30 or 40 files how do you know anything is that guy has no reviews that guy has no online presence that guy doesn't know how to get a review if you go get a review year ahead of 50% of the people. Google until you get five reviews will keep you at and if you're assuming you're getting five stars will give you a 4.8 it drove Renée and I crazy how do we have five five-star reviews where 4.8 so you gotta keep grinding keep grinding and it looks really good if we really start to hearted this in about 13 2013 and so it looks good from 2013 over four year period over a regular interval from various peoples saying basically the same thing but in different words it looks good then Google gets you right now or up to 13 right you all got it?

Lady in Audience: but you never told us what to do if we get a bad review

Jim: so if you get if you get a Renee has done actually talk our marketing people what you do if you get a bad review if you go on there and you you there is a set language and I'll give it to you it's in it's in the ethics rules there's actually an ethics opinion out there which has exact language that you should use and it basically says I cannot go into anything about my representation of this client because of attorney-client privilege I'm disappointed that the client feels this way and and's I can't member all the language but it goes along those lines it's a pretty generic response but at least it's a response and if you get a positive review you also do a response thank you so much we were so happy were able to help you and that's what Renee does for me.

Person in Audience: so another issue that I thought of is when somebody leaves a for instance Google review is there any ethical limitation essentially grab that review and put on your own website.

Jim: that's a very very good question because what I've seen do what I see people do is call scraping reviews where they will go on all these sites and scrape the reviews but the only scrape the good ones right so if you go to their website they'll have five Google reviews are all five-star still have 10 avo reviews they're are all five-star but if you go to Google and avo they're rated a 3.8 and a 3.7 they've only scraped off the top ones I know Bailey Galang's a big firm here in town that that is really solid in reputation management they've not they got some really bad reviews but all they do scrape the good ones are put on the website do I I think that's allowed do I think that's a little deceptive yes I do.

Person in Audience: we have to do the opposite we can have our client give a review on our site and once they leave a review on our side and then what we have a place that brings him to the message over to him

of other places they leave reviews the first places is their but if I typically if I am a team and we haven't had a Google review in a while that can put that on a top or anything what is needed I'll put that on top.

Jim: and I show you how important it is that's his primary job for me that's how important I feel reputation management is as an attorney and he's also supposed to come in to my office and say Ms. Smith's not happy right now you need to call Ms. Smith right away right or Mr. Jones is crazy should you know we better watch out Mr. Jones is nuts you week this this is a freight train coming you know were having that situation right now where were getting a real sense don't get the crazy people you don't get as much in my line of work as you do people who get hooked on prescription drugs I get that all the time they're in pain they're really hurting they have back injuries they have little cages in their back keeping their vertebrae together there taken these prescription drugs and they get hooked on it and then they are not themselves and so it's really important in my line of work to distinguish someone who's just absolutely crazy manic-depressive bipolar and someone who is having drug related issues most of the time we find that there is these problems with our clients it's that's the issue because we we do a good job of prepping rinsing this the long process be patient with us but Renee's job is to come tell me hey we've got this miss usual crazy everybody got this I had a client come recently talk to me she came in she was nervous because she said your reputation so good I'm really nervous about meeting with you oh my God I said don't worry about it but it really really is important.

Alright we'll talk little about the social medial little about the Internet content is king what you put on your website when you put all your stuff content dump content there is firm in town Anderson law firm they do PI the great guys they are light years ahead of me content I cannot they have 30,000 pages I cannot catch those guys he just laughed and realize that sometimes you can't they are great with their content put some real high in Google because of the content that you can do right but see the Texas law there are different people who get their reputation out there get their message out there different ways and he does it his way he is content is not necessary the king on his website he has made a name for himself by doing things that are a little bit outrageous right everybody knows who he is and he gets business so it's it's it's and you know I the thing about it I think that is true to his personality I think he is true to kind of who he is in the core values that he's got I don't have a problem with it I think it's it hurts the reputation of the profession a little bit weak on so deep in advertising now that I don't know that there's a lot that can hurt our reputation anymore if you're in Las Vegas and going down the strip 75% of it are PI lawyers are advertising right if you

Person in Audience: Why do you think he hurts it?

Jim: What's that?

Person in Audience: Why do you think he hurts it?

Jim: I think you know when you it it theory right you think of us like in all the movies where you've got to distinguish attorneys and to kill a Mockingbird and people who are professionals who are above this kind of drinking frat mentality and so when you going to see an attorney you expect them like when you fly an airplane you you hope that that that pilot is really good at what he does or she does same thing with an attorney if you come in with your life problem you don't want to think that he's get drunk with the

dwarf right I don't mean that in a way of life but that but that's the one of his deals is he's got a deal on DUIs in the dwarf in it I think dresses a cop if I remember so that's why think it hurts and it hurts profession like is this guy out doing this all the time but I think that especially the the younger groups come to expect it now right they know that it's part of the game as part of the way things are done that's way advertising is done but then when they go in and to see him they hope that is professional right.

Lady in Audience: he's very one of my coworkers went to college with him and he was like that's him

Jim: that's true to his personality

Lady in Audience: that's just him as a person like and he does work for him he goes obviously he knows him like in my office it's a running joke one of my coworker is really good and made little talents and if someone is having a bad day we put on him and just say

Jim: and I know Judge when he was walking away judgment ruling and then made the hock sound so

Lady in Audience: we'll be sitting in out cubicles and all of a sudden we hear a hock sound

Jim: I mean it works for him and suits his personality that goes right to the first day of core values right is who you are. You know some people that would work for some people that wouldn't Tracy you would not be a good Texas law hawk that's not your personality.

Content what you want your content high quality SEO stands for search engine optimization you hear this all the time to get your website there we the magic SEO people can manipulate your data in such a way to get you the first page of Google that's all mumbo-jumbo that's all don't fall for it okay but if you do your own research understand what search engine optimization is understand how to put things on your website the right way to make it so that people will come in and and see your site and also you get higher in Google that's what you do don't listen to somebody who tells you that they can whose cold calls you and says I'm an SEO guy and I could put you number one in Google okay and Renée is trying to get me to do back links I barely knew what they were but if that's what were trying to do now that's an SEO practice that were trying to do to make sure that it it it can help our website tell a story that's the main thing now people tell the story that's were doing our case summary right now people are going to have questions hey when I get an accident which insurance company pays for the Rent-A-Car right you want to give that information in a very short deal that people can find the answer stick to a schedule Renée comes in every Friday and sits to a blog like Kyle want to tell me if there's homework so you should do a schedule and I always look get the techno lawyer and final offer ideas I subscribe to some of their sites and they give me ideas for things and how to do and then Renée gives me ideas but you all don't have a Renee.

Told you this Google wants to know what's in your mind for your blog you can use either WordPress or the blogger those are the two programs I recommend that you use that if you want to see how people do good blogs go to the ABA blog with the G 100 and they will give you the top hundred blogs so you can see some of our hyper specialized I mean super specialized blogs put your same content on multiple platforms so Renée will do something we'll put it on our website we'll put it on our blog we'll put it on

our newsletter and we'll put it on our Facebook were actually doing that with this most recent one she can get multiple uses out of the same content we also do Facebook we do LinkedIn move LinkedIn we do Twitter Google plus is fading very fast Google plus a going away electronic books and then we do social media updates yes

Person in Audience: do you all have a lot of endorsements on LinkedIn

Jim: Yes and I don't know what they do no one no one really pays attention to that do you all pay attention to that no LinkedIn is like Facebook for professionals and that's what it is to me it's just I get so many requests to be there for you know friend or linked in whatever connection and I got like 750 connections and I we underutilize that but I'm just not I'm not seeing what it's doing right now.

Person in Audience: well they push that hard here they have like free services jam it down to these thoughts

Jim: that they want you to LinkedIn

Lady in Audience: but that's because it's scaly like you can do it with LinkedIn. It's not going to be practical in finding a client, it's going to be practical in finding a job. My friend got a job through that and it's easy.

Jim: I agree with that I agree with that LinkedIn is really good for

Lady in Audience: but she's not from a law school

Person in Audience: if you interviewed for a job it will occur on your linked in that they looked in your

Lady in Audience: and it also works really fast every time I had a meeting they have already checked with LinkedIn

Jim: if you if you interviewer interview for a job there and look at everything Facebook and everything so if you got a drunk picture on a Facebook take it off now I'm serious airtight I mean they look at everything that you you put on their right with Ann right now I got to be super careful what I had put on for political reasons I was talking to Renée about a post I want to do or I'm going to give my political views and I said is that a good one and Renee is like no don't don't even do that so we're not doing that yeah you need to have high quality stuff when you go on LinkedIn it's gotta be like your resume is gotta be on there and it's got to be solid so don't put garbage on LinkedIn because employers future employers will look at it they'll look at everything Facebook the whole 9 yards Facebook alright you can advertise on Facebook you can do AdWords okay so this is something I learned you can do paper click to your website so you can do a little add you can do a little campaign I did a campaign for on employment cases and I had a little add and if they clicked on it then it would write it cost me two bucks I had a \$40 budget and if I ran out \$40 by the end of the month because I 20 clicks it then it would be I would go away Google will do anything within your budget for advertising it worked I got clicks I got some stuff but once we start you know like Renee saying we're rejecting 75% of our business right now I just I'm not

doing paid until I exhaust all the unpaid right but if you're out in your new in your starting then go ahead and do your Facebook add and just do a really small do a small campaign just for fun I'm serious and you can see we can get some business alright let me see this okay so this is a graphic about lawyers and social media it came from I believe the ABA did it they did a survey 76% of the firms have an online presence and this is from last year they haven't done it this year yet 76% surprising to me is a 24% don't how can you be an attorney in this day and age and not have a website I don't get.

Person in Audience: they are criminal defense attorneys and you know somewhere in the county jail

Jim: still though you want more business you wanted you want a hook in the water that's all there all the time how is not hard to put together a website I said that to me is is I don't I don't understand that lawyers who in the areas where they're most likely to have social media personal so social media and they have commercial corporate there all of us 80 this 77% to 80 which isn't bad they say that lawyers use online communities are social networking for professional purposes about 1.6 hours per week for me that would be scouting opposing counsel scouting the plaintiff or defendant the other side in the case order email client how often do a review of my own client something like what I find but you have to do that so that's what I use social media for so people use social media for career development networking LinkedIn getting a job networking with other people client development you get 48% for only 48% use it for client development so have to lawyers don't even use social media trying to clients in the 24% use it for case investigation like I was just talking about and they said 24% of lawyers had a client retain them directly or via referral because their online networking only 24% there is a world of opportunity for you out here you are young you have time give computer expertise you have more social media presence and knowledge than everybody who was my age and older use there's 57% lawyers have a presence on LinkedIn so if you don't I agree that's why they want you on there for jobs so get a presence on LinkedIn Facebook 35% of law firms maintain a presence on Facebook that means 65% of them don't again huge wasted opportunity 27% of lawyers maintain a personal presence on Facebook that's an option that's just for you right whether or not you want have your your personal life on Facebook that's up to you keep in mind that everybody wants to know about you can go and look in search and find out everything they can about you whether you have a dog or a cat Whether you thought the sun rose really good that night yesterday where they had a praying mantis on your window I had it the other day but there is a praying mantis on your window. Those kinds of things they'll see right only 27% some lawyers have that. Yes Renee

Renee: One thing to know is that you need a personal account to link with your business account so what that has been said is be conscious of what you put on your personal account.

Jim: and so we we post on Facebook all the time now we have not promoted it there's a way to pay to promote our our ads and we don't do that yet again because we don't have a need right now to do that to get to get cases but that would be the next step if we were going to any payment we would promote some of our stuff and have a go further but this again is an opportunity for you all right when you go out twitter only 21% of law firms have a presence on Twitter we do so I don't know the twitters been real effective for us but we do have a presence again just another hook in the water Google plus I think it's dead blogging 26% of them have a have law firms have a legal blog and 7% of lawyers have it for professional purposes 7% 93% of lawyers are missing out an opportunities to do marketing the reason why only what

you guys tell me why only 7% it's hard it's really hard when you're done here today you want to go home and write a blog entry No you're exhausted I want to go and see those three people I want to talk them out and have dinner with them I want to go do a blog entry it's really hard but if you're young and you want to make us make a name for yourself and you want to have that badge of honor working harder than the next guy this is where you put your time in this is where you put your energy you write you become an expert in your field you do a blog people will know you even if you're a small firm big firm transactional lawyer blog what you know.

Lawyers spend about 1.9 hours a week maintaining the personal log legal blog two hours a week and it's hard to tell this law students cause y'all do really have a tough schedule but y'all could find two hours a week right I can find two hours a week I just go off Netflix for two hours seriously just don't watch two of those shows and just do a blog yeah

Person in Audience: apologize to address sorry about that do you see a difference in quality on clients depending on where they find you from like you said there is a quality from the client that found you from your website that suppose to find you on facebook

Jim: that's a very good question and I will tell you that the best clients that we get are from other lawyers because the other lawyers are to screen them for you and if they're your friends they're not going to send you garbage right that being said there are a few lawyers who found that I did employment law why I never heard of and use me as a dumping ground whenever anybody had an employment law case and so I get these calls like who referred you the attorney Smith I don't know who Attorney Smith is but you know you have a good case now I know Attorney Smith is sending me all their bad stuff but for the most part you get good stuff from lawyers but Renée

Renee: you really get there is a filtering process it's kind of a numbers game you have all these hooks in the water and use that filter the best ones are previous clients and attorney referrals previous clients are already been through that whole process with you once there for you know they bring really good cases and they referral a lot of people too they have been through process and so often times most of our calls are people that are finding on Google because of the review this day and age everybody wants go with review and first thing they do so they look at that they look for the reviews and I ask them where did you find us oh I saw you online and saw that you had 5 stars and all your reviews are great so I thought you will be doing something right that's simply how we get out cases are online then they go on to the website but that's after they have done the research on Google and all to the other sites.

Jim: Does that make sense?

Person in Audience: It is the only reason I am because we are talking about limited time and you want to spend more time getting a website that was supposed to dump a lot of time on a Facebook page who are just going crazy on the street.

Renee: you need to have your foundation and that's your website need to have your people come back to your website because you are doing so that creates you being relevant to Google and you will be higher in ranking you all have that you have good foundation

Jim: Renée knows about foundation I made him do wax on wax off when he came to the firm I made scan things I made him look at every file I had I made him do all this tedious terrible work and I knew he was looking like what you know he calls me coach coach while you make me do this just see so then he learned all my filing on my system all my cases how things work and so now before you how long you have been three and half years three and half years is now to the point where he can talk to all with a lot of knowledge as he does all my reviews all my screening because if as I get further and further along and more and more people call up I spend more more time doing screening of clients I will have time to do that and so Renée will come to me and say this person's happy and this person is not happy they really want talk to you you need to talk to this person sometimes Renée can give them what they need to some basic information.

Person in Audience: at the owner of your firm how do you assess whether to just turn away the client or may be put it add another attorney to it accept so how you make the decision

Jim: so maybe we have a class on case evaluations and client relations that's how I evaluate I teach you how to evaluate a case but when I decide so it's a good question though on when you decide to hire new lawyer right went when you decide to hire new attorney is when it becomes sole painful for you you just can't do it you just have so much business and so much good business, and that you just can't do it anymore that's what happened to me it got to a breaking point where I didn't feel like I was properly servicing the clients with the number of clients that we had the amount of work that we had I need someone to help me that's why I hired somebody you know it's an expensive though right I'm starting to choke down the payroll and choked on the expense and so you got it gotta be ready financially for it to so if you if you have too much work and you're not making money you're doing something wrong because if you have all this work you need someone to help you again the day not take anything home something's not right in your business something is not work and that happens to a lot of lawyers I'm really busy but not making any money I measured the busy doesn't mean you're being a good lawyer being smart where smart business person so if you're making enough money if you have your expenses under control if you can afford it and if you have so much business that you're about to break that's when you hire somebody or you can have a Aberstine and Willright Witheright who and you all know them yeah so there up 250 employees now they've grown for last two years from about 30 employees that is country that is that the decision that they made so in that case they made a business plan with working to dominate the market and they're going out there and doing it more power to more power to them if that's your business plan you can execute it more power to them that's got to be hard on the heart that payroll is gotta be unbelievable I have five on the payroll and that keeps me up at night sometimes so they have 150 aw how she does it is that answer your question.

85% lawyers have websites 15% don't that's crazy so this is what you see on websites everybody has that generic firm information and attorney profiles that you can't really tell one person from the other you gotta make yourself unique contact information then we start getting the stuff that they don't have articles from attorneys links to the social media profiles only half of them linked to their own Facebook page that's terrible newsletters 38% self-help is 26% intake form 8% in real time communication tools that's where people can contact you with 24 hour like live chat stuff I and I price that out and we just decided not to do that we don't have enough of the demand for it to do that so that's a social social media and think were almost done twitter just about building your brand just share your info about your expertise and

share your link your blog posts and then Google Google we talk about the AdWords and then Google has unbelievable analytics so you run that little \$40 a month ad campaign it'll tell you everything you want to know about where they click from what time they click who clicked along the stay in your site this really really it's really amazing what they can do

Didn't they tell you that wow I didn't know that so that's what it does so what we did here to talk about real-life marketing and now we talked about a little bit on social media and Internet will talks more about that next week but you all getting it you all understand and some more the things that you can do when you get out in order to get business right that's two classes a put in the Thousand Oaks and why we so got two more right is a lot out there for you all the do we see how I can get my client you realize all the work that goes into getting the client reputation management articles blogs it's not easy they don't just come out of the come and say hey knock on your door and I'm in a hurry you gotta work but if you work in you work it right you'll get business.