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Let's get started.

Alright, I am starting with a quick war story on a conference call that I had yesterday. First of all I have been reading "Tomorrow's Lawyer" by Robert Susken, the idea behind the book is that—I think I told you last week that within 10 years 30% of lawyers jobs and 90% of accountant's jobs will be taken over by artificial intelligence, that's kind his deal and so that's got me thinking, his big theme is either you can get on the artificial intelligence and automation train or you are going to be just left behind.

There was a story—again if I am repeating I apologize, it was a story that came out in which a big law firm has bought artificial intelligence for mergers and acquisitions and they are paying \$5000 to \$250,000 per deal. That's how much they're paying for this artificial intelligence that they're getting and it is going to review M&A documents and suggest optimal changes in those documents. I thought about why I don't like to just sit back and watch things happen and let things pass me by.

So my consultant is a lady named Nancy Griffing out of Houston, she's probably the biggest tech brain I know. I just talked to Nancy and another big brain and the idea was "how can you automate a personal injury practice?" "What is it that you can do to automate a personal injury practice?" and then "What can you do to use artificial intelligence?"

I will give you one example that we talked about, if there's a car accident case you get a police report, in the police report it has got a vehicle identification number for your client's car, your client is immediately going to try and negotiate a settlement especially if it's totaled on their car. What if you could go ahead and put that data point in your case management system and immediately it generates a fair market value for that vehicle using Kelly Blue Book and other Internet things, right? So all of a sudden you put that in immediately you get generated "hey that vehicle's worth is \$7000 and you can tell your client as soon as you get the police report or their information that your car is worth \$7000, that's what you need to ask for from the insurance company.

It's a huge service to your client. Another component you get on the police report is the defendant's name and date of birth. What if you could use that and go into Lexis and have it automatically generate the background report on that particular person, go into the courthouse news service and find all cases involving that person.

All that automated using artificial intelligence. The problem is, and there's always a problem, no lawyer really does this because they don't have time. All the time that we are spending is on cases where we are not trying to do non-revenue-generating deals right? That's one of the problems.

Another problem is there is no case management software with apologies to time matters, rocket matters Cleo that can handle this. Time matters with LEXIS-NEXIS. It was the best practice management software through 2008 and then after 2008 they sold out, they sold to Lexis and when they sold to Lexis their CEO left and when he left he was working on a component to make Time Matters available via the Internet. He was going to make it cloud-based, which would've been the most—the best thing that could have happened and after he left LEXIS-NEXIS, he didn't do anything with it. They had a ten year head start and I wrote a post in techno lawyer about this that I don't think we get published and it got published it said that they that LEXIS-NEXIS in Time matters is way behind but they've discovered and I'll talk about in our technology a new case management system that they believe is up-and-coming. I'm just now investigating it and they think it's the greatest thing since sliced bread, so I am looking into it. I'll let you all know, but that was a conversation that I had for about an hour with them on Monday.

I'm actually thinking of getting an intern to come in and develop this with me, to develop this program to get the data points. It really is a system where if you get 25 or 30 data points then you can get all this information you want. But it is me kind of geeking out, I don't know if anybody wants to do that but that's kind of—that was kind of fun.

As I told you, you always have war stories and none of them—sometimes they are not typically what you expect to be happening.

I've had some upset clients and they're upset—one in particular called this morning, he's really upset. We settled his case with a companion case and the hospital would not settle the lien, so because the hospital would not settle the lien we are going to have to probably bring litigation against the hospital. The insurance company will not issue the check until the hospital settles the lien. He was a companion case, which the hospital lien does not affect him but they were settled at the same time. So I had to carved his case out, got the other side to promise that they send a check but they had not send a check in about four weeks and he was really upset and so, Mary my big brain paralegal, said you got to talk to Larry, he's really upset, and so he says “where the hell is my money?” “Why don't you have my money?” Now you all are going to be lawyers, this situation comes up, how do you respond?

Yeah like you all are doing right now, just hide and don't want to talk to him right? It is like “Man, do I have to take this call?”

Very good, very good, do you all get that? Talk to him, let him talk, let him vent, one of the things they teach in mediation training is to let the other side vent, to let your own client vent, that's a huge part of the process and so I said “Larry what's going on?” “Well they denied my disability, I've got a crushed vertebrae and I can't do anything, I can't work, I have no money, I need help, why can't you get my money?”

“We are trying Larry, here's the steps that we have taken, here's where we are but last week it has fallen to the cracks and I apologize, we are to make this a priority and I will take care of it. How old are you?”

“54”, “Hey guess what? So am I” “When were you born?” “I was born in May” “I was born in June, you are a month older than me” and because he was talking about something that happened when he was a kid and I said “Yeah we grew up at the same time, we have the same deal” and I said I would hate to be sitting where you are right now unable to work, unable to get any money, in pain all day long, I'm sorry you're having to go through that, so I will make it a priority and by the end he was thankful. We went ahead and made it a priority and got the opposing counsel to commit that he's going to issue checks ASAP

and will probably have Larry check in hand next week. But that's an upset client, you are going to have those when you practice law, you just—you can't like y'all did when I said how do you handle it, you can't just hide. There are times when you practice law when a partner is going to walk down the hall, when a client is going to walk down the hall, you're just going to want to hide, you are not going to want to deal with it.

Today I had an email from a lady named Daniela, she emailed me at 12:29 AM, it says “Our company’s in a process of closing a transaction as such needs a business law counsel to prepare the sales contract, we would like to know if your firm's legal practice covers this area of law and can you be our attorney to close this sale. We can send more details to your email jim@zedahfirm.com if you're available,

Thanks Daniela Ciceri”

Right? The email which you can't see right here but the email Daniela Ciceri, is it really an email? It's a true email. It goes to Westchester, it's WCUPA.edu which is a Westchester college and she is—teaches Italian, she's a real person, she teaches Italian at that place. So what are the clues that this is not real? What is that? That's for credibility, if they say “Hi” this label “To Jim” you know if the subject is “Jim” and it's got my email address. Well it is and it isn't because now they want it, they are telling me how they're going to communicate with me, if I fall for this we are just going to do it by email. She's right, grammar, “our company is in a process” what else?

So I called Westchester and told them this and they said “Send it to us and were going to go ahead and take care of it” but that is her real address so what that tells me is they want me to communicate—there is no number, usually there is a number to call, right, that's another typical sign but there is no number. So let's say I respond, I'm responding to that email, what does that tell you? That's her true email, who said that? yeah attacked, they have gone and hacked a poor little Italian professor out of Pennsylvania, these guys are evil.

No, I did it for the class right, I was thinking this morning when I went in or yesterday I was thinking, I had deleted a bunch of them and I was thinking why haven't I—why don't I save one for the class. This is actually one of the better ones but this—the other thing you see is preparing a sales contract, usually they will come from a China company or Netherlands company or something like that. So just be on the lookout for these types of emails, you are going to get spammed and you will get that no matter where you are.

Now the other thing is—I was talking to a client today, I don't know if there's volume or not but I was talking to client today and an expert and I said “hey I've got this new case that came out of the Fifth Circuit, relates to insurance, I think it's interesting” He called me up, we are talking about it and he goes “attorney in Austin?” I said “No” here's held in contempt for six months? Who's heard of this? y'all heard about it, tell me what you know about it? Right?

What is that? Anybody else know the details? Yeah that is real, and that was—I mean now here's what happened as he was doing a—as I understand it, he was doing some sort of a criminal case, I believe it is a DUI case, he was defense attorney and he did like—the way I read the articles, he did five separate things that the judge was mad about and held him in contempt for, they actually went to trial, had a

hearing on the trial and he was sentenced to six months in jail. He is supposed to serve six months in jail for his contempt. and this is kind of his response to that. I will just show you the beginning and the end: So he goes on...I don't why he is running there, he is the green party candidate for a court of appeals position too, alright, what? I don't know, there is more on there about it, I can spend all day on Adam but I am just telling—I don't know it is a green party. Y'all this is not the way to act, okay, I mean this is what's going on out there. So I will just show it to you as an example of what not to do as an attorney, how not to market, and how not to put up videos.

Alright, a lot of this we went over last week, I am going to go over it pretty quick. This is fun to practice and he says that “social media is not as important as practicing law and using social media to talk to people.” That first statement is really important, you have to be confident in what you do, you have to do the work for the clients. So social media is nice but you have to be able to practice law. So that actual online marketing and how not to get reviews, I went and looked up that lawyer, that lawyer I told you about last week that was from A&M, that went ahead and did the online reviews where he criticizes his client online and he was sued and I went and looked at the lawsuit, he was sued for libel and sued for breach of fiduciary duty by and a lawyer actually took the case on and then the lawyer who was being sued represented himself in that particular case.

In reading the case and reading the language, what started it was the lawyer sued for fees in JP court, have y'all learned what happens when you sue for fees? What happens if you sue for your fees? Why? and it's a compulsory counterclaim. Legal malpractice is a compulsory counterclaim when you get sued for fees, what's the first thing that I will do when I see somebody come to me and says “hey I'm being sued for my fees, I'm saying I don't handle legal malpractice, that is not what this is about, well actually that is what this is about, your whole case is going to be need be evaluated to see whether or not they did their job or not, it's—I have never sued a client in 28 years for fees, never not once.

My insurance provider TLE recommends not to do it, you say but wait “you've got fees out there that they're owed, that have not been paid” If you've got fees out there that are owed and have not been paid, that's your fault, you are not billing properly, you're not managing your clients properly, you not managing your business properly. If you've got more than a bill that's more than two months of work that's outstanding, you have really messed up, you have gotten yourself in a case you shouldn't have been in with a client that's not paying you, you need to get out.

So this all started with the lawyer getting suing for fees in JP court. I saw this whole thing start, then he gets a negative online review, he comes back with sasses off, gets sued for breach of fiduciary duty and liable and in response. He files a counterclaim for the fees again but also points out that the client bought the attorney's name URL so it would be like JimZadeh.com and was out there publishing all kinds of stuff about this lawyer on that URL.

So that is how something gets out of hand really quick. So that's how not to get reviews and that's not how not to respond to bad reviews and that is how not to sue for fees.

You are going to get cold call marketers and their going to tell you they can bring you cases and they can't, they won't be able to, cold call marketers just are that, you won't find the right one, you are going to have to go out and do the hard work that we've talked about now in our third class. All of you who sent me the assignments, you talked about blogs, you talked about LinkedIn, you talked about Twitter, you talked about your website, you talked about Facebook, that is hard work. You know when we talked about this class about how to get cases, it is not that they just come flowing, you gotta work hard, you need to

do all that free stuff, market all that way through before you even talk to a cold call marketer and I guarantee that if you do all the things that we talk about, newsletters the whole 9 yards, you will get business, and you'll get paying business.

He says to have a separate law page and it is from your Facebook, your own personal Facebook, I agree, personal Facebook is personal, your only law should be your law. Twitter used to talk to people and then he says “LinkedIn is a waste of time” because he doesn't say you ever get any business over LinkedIn. But if you've got the LinkedIn service that tells you how many people click on your LinkedIn page, you'll see that people check you out there. So it's not necessarily as much for marketing in my opinion as it is for branding and so if you put the good LinkedIn page out there, you are increasing your brand, you're not getting a lot of cases off LinkedIn. But if you are looking for a job, it's a good place to be. So if you are at A&M and you are trying to get a job, go to LinkedIn and get your page right.

He says “you don't need a big social media presence and you don't need to pay for social media campaign” I agree with that except for what I told you, you pay for very small amounts on the Google adverts which we will talk about little bit later, you only pay for those when everything else fails. I'll tell y'all if you do everything that we talked about, I mean all the steps we talked about, newsletters, you are going out to functions, you're working with other attorneys, you are doing all the stuff and you don't have a bunch of business, you may have the wrong practice area. It may not be marketing, it just may be that there is no demand for that.

He says that many lawyers bios are poorly written, I agree hundred percent with that, you all need to work on your bio, the bios that I received from y'all, I know you all just slapped them together for me, some of them were not very good, not because—that is not a criticism because I told you all to just put something together and give it to me but when you do a bio you need to do something that is professional and is unique to you. You are going to say “I am going to serve my clients well” everybody says that “I'm to be responsive” everybody says that but if you have something unique about you may be outside the law or something that you have recognized in your core values that makes you different from other attorneys, that's what needs to be in the bio.

Mine is, my tagline is “One of the good guys making a difference” I'm guy who gets along with most other lawyers, I get along with my clients, I'm not a guy who's abrasive, if you want a lawyer who is “bulldog” for the “Law hawk” or somebody who's going to go crazy on everybody and just do scorched-earth, I'm not for you and frankly I don't want you as a client because I don't sleep well with those kind of clients. You know you are here spending a lot of money, you spend a lot of time and you are going to get out there and you are going to sell yourself to somebody who you don't want to work for, that doesn't match with your core values, I understand that it's a badge of honor to work hard, I understand it's a badge of honor to work a hundred hours a week but why work for somebody a client or partner who you hate, who doesn't match with your core values at all. I know “Jim I got to go ahead and take what comes in the door, I can't be choosy” and you can be, you should be. You be a little less restrictive in what you take early on but if the red flags, the sirens in the back your head when you practice for 29 years, they are really loud and they show up loud and clear, this is the wrong client. Francisco and I are working on a case, he just sent me an email today, we are getting rid of this client. My friend, hundred thousand dollars in medical expenses, million-dollar insurance policy, we are just getting the medicals put together, this is

a mid-six-figure case, this is trouble all over it, better let it go, so we are letting it go, life is too short. High maintenance, high maintenance and there's a certain level of maintenance you have for clients but when they come in and you tell him you're going to do something for them and they start complaining about it, they come in every single day, they don't listen to what you have to say, they threaten malpractice against you and you only had the case for 60 days. That's the kind of stuff where you just start to realize this isn't for me and the personality was completely wrong for Francisco and me. The person just did not match with us. Are we willing to let a six-figure fee out the door because of that? Absolutely, now we are fortunate enough, we are comfortable enough that we can do that, it would be hard for you as a new attorney to have a case like that come in the door and say "you know what, I don't like you very much I'm a let you go" you are looking at something that can pay your loans, get you back on board I may tolerate a little more, it is your call to make.

The other thing I was going to say was that the sirens that are really loud in my head and the red flags that are popping before me, for you all just getting out, there can be really quiet, you are going to hear them but there can be really quiet, you are going to barely see the flags because you don't have the experience to know what the wrong person is but there is something inside of each of you an instinct inside of each of you tells me—tells you this is wrong, this is a client I don't want to have, listen to that gut, listen to your gut. If you have a partner that you are working for, another attorney you are working for or some lawyer that you are going to work for—even the ghost here in law school when you are doing group projects and something is not right, listen to what your instinct is and get out.

We talked about social media, yes? So you go in and you say "listen I'm really sorry this isn't gonna work out, we think you have a good case, here's the next steps that need to occur, here's your entire file, we really appreciate you working with us. If you'd like us to give you any other names, will be happy to do so" because by that point they're already saying "Oh they not happy, they are not satisfied with you" I'm so sorry you are dissatisfied, we don't like to have clients that are dissatisfied, we work really hard to make everybody happy, here you go" In sales that is called—you know if you are—some people have done that as a take away to get clients to calm down, they do it as a bluff, you know they say like "well if you're not happy with me as an attorney then I can just go ahead and withdraw" "Oh no, no, I don't want you to do that, I just want you to pay more attention to me" but in this particular case this is not any sort of bluff, this is "we don't want to work with you anymore."

Social media gurus, they also tell you they can put you on the first page of Google, we talked about that last week, they're not real, don't get sucked in by them. He says social media is not as important as the networking meal, I would tell you and he says lunch before iPads, I'm not so sure that that's as true as it was, I still think face-to-face is the best, I have got my most business from talking people face-to-face, the social media becoming so powerful now, so accepted that that is starting to change. This is the heart of my business, lawyer to lawyer referrals, if you can give up part of that fee to somebody else when you finish the case, so for example I settle the case today just small one for \$20,000 the fee \$6000 but half the fee is going to another attorney, you do all the work and I—what I do is I never look to see whether there is referral fee or not until the case is settled just because I don't want that to color whether or not I get the proper value for it but then I go ahead and look at it get half the fee goes the other attorney, "Hey I am paying \$3000 to someone else, all they did was send me the case" that's okay at \$3000, it's okay at \$10,000, those numbers start getting higher, you start writing those checks, you start getting a little

resentful, you just gotta be able to stomach it and understand it is part of the business, so far this year I received \$100,000 in referral fees paid to me and I paid out \$200,000 in referral fees. Now that's a very good question, so you bring in a case, it is a good case but it's a case that you don't handle, what's your—what's the referral fee you should get? Yeah, why would you be giving it to someone you don't like? Those people who you would give it to second or third are going to recognize that they are not going to be happy with that but that is—I understand. But what that shows is a person who has the case controls right? So marketing is super important, to get the case is super important, you control what lawyer it goes to. What do you think—there is an advertising mesothelioma, how much do you think that they give up?

I know this, what do you think the percentage is? I get a mesothelioma case that comes in my door, what do you think the percentage is I could negotiate, what percentage of the fee would I get? 40%, I can get 40% on that because all they do now because of the bankruptcy is plugging into their system and the money just churns out to them, they just want volume. So they're willing to pay you 33% or 40%. The way I typically do it is say, "I got this case, is it something you are interested in" "yes I'm interested in it" "what is your typical referral fee?" the answer always is "I don't have a typical fee" so whoever throws out the number first loses right? So "I don't have a typical fee, what do you think?" "well I am thinking of 50%", "what? 50%?" you know I will just do that if they make me throw out the first number if I don't know them. That is how it works. No I don't do that, no. So then once you do that, once you reach an agreement with them ethically you have to provide some service, so it has to be a joint representation, so the service that the referring attorney usually provides is client contact and legal research as needed, that is ethically okay. So what you do then is you put together—we have a one page joint Council agreement that client has to sign, you sign and an opposing attorney signs.

All three parties under the ethical rules have to sign the joint Counsel agreement, the co-counsel agreement, yeah not opposing, co-counsel, you don't want to get the defense counsel to sign. So Mr. Smith and I have an arrangement to represent Mr. Jones, all three of us have to sign, defense doesn't have to sign.

I will go to technology but I will answer that now, as a professor I get it free. That's only been two years I've been using that, what I've had before I became a professor was Lexis. I think Lexis is cheaper. Y'all like Westlaw better, most of you probably use Westlaw because it's a better user experience, but it's about 25%-50% more. You all like Westlaw until you see the bill and then you don't want Westlaw anymore right? So I went Lexis and I also got the smart links which is the premier background search tool that's out there and I pay 324 bucks a month.

No, the \$324 was Taxes only plus the smart links. Yeah, like I use smart links every day, I use Lexis probably two or three times a day. The smart links is really important to me, it does, it not only has background search but has a verdict and settlement analyzer so recently I had a dog bite case, so what you find out is that a girl, any girl from 6 to 10 that's been bitten to face settles between \$60,000-\$100,000 that same girl gets bitten in a leg it's worth between \$15,000-\$25,000. You get that from the analyzer, yeah, you can do—there's always an outlier so there was a recent case where a girl got \$650,000 for getting bitten in the leg but the average is that amount and that is what we settle for, use that for mediation, you give the other side "hey there were six cases were a little girl got bit in the face and they've all been paid between \$1600,000, I want what they get" \$60,000-\$100,000.

So but if you want just—they have for young lawyers for solo practitioners, they have packages that are low that you can get for like between \$1,500 a month that gets you the basic stuff but it's so frustrating, because it doesn't give you some of the federal, so you go in you'll get a case and a side all this stuff and you're like “okay, I need this case” you click on it, \$29 to buy this case and then you have to go to the fast case which is a free service and sometimes the fast case doesn't have shepherds, what is that?

Google scholar right is another one, unfortunately \$300/month is a drop in the bucket for the expenses that I have but yeah when you're out brand-new \$300 a month is huge.

So that's how that works, so I think Westlaw is more—like I said there are some free services I think Fastcase is free and then Google scholar, you can search on Google scholar and it gets you all the basic stuff but it is just not as strong as the other two.

And that also goes to the AI stuff right because then you can figure out experts and it can go into Lexis has an expert deal as part of their package and so you can find out about experts, it is really good.

So normal referral fee that you pay out in a PI case is about 1/3 that's kind of the usual 25%-33% if I'm paying a referral fee, I have arrangements, I have arrangements for the other attorneys where they will pay expenses and therefore I get less of a fee, I give them more of a referral fee if they'll pay expenses. I have cases where we have \$20,000-\$30,000 in expenses just sitting out there. So that's how the referral fee typically works but listen if you guys get a case of burn case in a truck wreck case you really need to research the right lawyer to send it to and get the best possible referral fee you can and that's found money. I mean hundred thousand dollars, there is nothing better than coming in and getting a check from a case you forgot about.

Seriously, well know this adds up over the years but no I've had cases come in—well there was some old stuff I did some mass tort asbestos and silica stuff, they send me checks and I will know it's a check from one of the three or four firms that I sent to and I have no idea how much it's going to be. It's a lottery ticket right?

So that's how lawyer to lawyer referrals work. The biggest one is the one you are going to see next week. You don't find it very often right when money gets involved, people get weird, you'll find out to be the case in your lives? When money gets involved people get really weird and so that's what happens with this, you might notice—you might think you know another attorney on a referral case but wait till the money gets involved then you are going to find out what they are really about. There will always—If somebody comes to me and tries to renegotiate a referral fee, I know I've got trouble with that lawyer because over all the years I've done I made some really bad deals but I've lived by them, because this is my reputation, if you get a reputation—the worst reputation you can get is not paying this out. “Jim doesn't pay his fees” when I go through and do my settlement checks at the end when I'm processing them I pay myself last and I'll tell you in doing it for the last 15 years as a solo there's been about six or seven times when the math was done wrong on the settlement disbursement sheet and we were \$800 short and I had done all the checks and I realized that \$800 was short by having my check be issued last I get to eat that but it's me, it was our mistake, I've already promised the other attorney everything, yeah?

As the firm I write the check to the firm from this trust, right, I pay the doctors, I pay child support, I pay the lienholders, I pay my client, I pay the referring attorney and then me. If there is a mistake, I eat it. Does that make sense?

You don't know anything about anything coming out of Law School, yeah, but you are going to stay involved in, you have no financial interest, you have no skin in the game. Why would they get two

lawyers for the price of one? That is the difference, it is acceptable, you cannot get a percentage of a flat fee, I mean I don't believe you can, most of us are on a contingency, I don't know the answer, I don't want to say that, but...go head, why did they come to you? And trust you? They do trust you right? And you will make sure that you take care of them. You will go out and find help from other attorneys to make sure that your clients are getting taken care of.

But if that person who you are giving it to is willing to give you a percentage because you found the case, you're the one who found the case, there is value to originating cases, there are partners in big law firms that get millions of dollars who don't do a lick of legal work, they do nothing except bring in the NFL on the concussion case and they have a thousand associates handle that case and at the end of the year they get a million-dollar paycheck.

Why can't you as a solo, why can't you have the same benefit?

What did the guy with the NFL do? Yeah, I grew with that, go head...yeah, and why cannot someone benefit off of that? Typically it's very little right, it is just client relationship, you got the case, so before the ethical rule came out there was referral fees without co-counsel agreement said were necessary and this was, I'm going to guess but about five years ago—no more than that, 10 years ago they started the co-counsel thing on the ethics but back when I first started you had send it to somebody you had an informal agreement, they sent you a check.

So you've got this old system in place where everybody just sends the cases and gets the money. Now you have put ethical rules on it and so people are trying to comply with the ethical rules. Jury rigging this client communications and legal research into it to show that they provide some value but really all it is just sales. Every business has sales, every business has operations, law firms have rainmakers and they have the associates that you slide it under the door. You know that in your mind you think I'm really not doing anything right, I'm just getting this case and I'm handing it over. But getting the business and going through all this marketing and going and developing trust with people, that's currency and that's important. I say you have to, you're not required to, you can give all the cases away, you can give the money away if you want. This is important because you are going to go out and become a lawyer and I guarantee within the first two months you are going to have someone come to you with a case that has nothing to do with your area but that you can make money on, how are you going to handle that? Are you going to give it away? Are you going to say—you all don't know. Sometimes when things just fall in your lap, someone comes to you and says "I got in a car wreck yesterday, do you handle that?" and instead of saying "no" and letting it go, you say I don't but I can help you find somebody, would you like me to help you find somebody? "yeah, I trust you" and then you get that yellow check in the mail. So things fall in your lap that you may not realize when you get out of school that you need to take advantage of.

I only refer to people I know and have a relationship with. I'll go meet them if I need to and talk to them but people that I've seen in practice, have seen in courts, people that I really trust I refer to and this is important, only take a referral after reviewing the case not the other lawyers word because now if I'm an attorney and I get a case and I know that I can give it to someone else and they're gonna do all the work, I am going to sell them my case. I got this great car wreck case. You need to come in and take this car wreck case from me and take it off my hands and make it happen, it may not be that good but you hope the other lawyer can take it and make it into something so you can get a fee. So if you're getting the case you need to review it and make sure. A couple lawyers found out that I took employment law cases and they started dumping employment law cases on me because they didn't want to talk to the prospective

client. We finally had to calm him and say “don't send us any more stuff” so be really careful about what's referred to you, do not be significantly cheaper than other lawyers right? \$125/hour fee versus first \$175/hour fee is probably not going to get you that much more business, why is he charging so little? Doesn't she think she is worth that service? Charge the market rate, get your niche promoted to all the lawyers, personal-injury that's my niche, promote, other lawyers as you all know get asked questions about everything every day, now what Francisco does when someone says “Hey Fran what kind of law do you practice?” his response is “everything but family law” he do not want anybody to talk to him about family law and the soccer field or—he doesn't want to hear about you know the how the kid was taken away wrong or how the child support was too high, he doesn't want to hear that but he says anything but family law because he knows that when those cases come in he can do something with it, as I said earlier “honor thy co-counsel fee” don't try and renegotiate, he made the deal, it may have turned out better than you thought, worse than you thought, live with it. If the opposing counsel, if your co-counsel wants to be informed, keep them informed. I've got a case where a co-counsel wants to be copied on every email. I just have learned that that's what he wants and so every email he gets copied. Just do what they ask you to do. Don't be afraid to say “no”.

Listen to the soft sirens and the red flags in your periphery. I want to give one comment on saying “No” I think we talked about it but more cases I turned on the more business I seem to get because in their heart a lot of clients know their cases may not be very good but all they want to do is hear somebody who has experience, who has gone through law school, who has studied, tell them they are right. I think I told you the standard pitch, I get paid a lot of money to review what you have, I charge \$250-\$300/hour, my job isn't to make you feel good or to make you happy, you came to me to get an honest opinion and my honest opinion is “Boom” the other thing I say is I give good news and bad news and in your case the news is—and you tell them.

I mean I've had a physician come to me with any non-compete agreement and she came in and I reviewed it and I gave her that feel, she was heart-broken that she would not be able to do what she wanted to do for six months and I said I give good news and bad news and in your case I got good news. A non-compete agreement for a physician has to have a buyout, has to have a reasonable buyout amount in that non-compete, it is in the statute you don't have a bio, this non-compete is no good, you tell them to pounce in and you go out there and compete, alright. Or I have got bad news, you cannot compete within 4 miles of this location for the next year or else you are in violation of this agreement.

They just want to know their rights, they are coming to you to know their rights. He says just give one name for referrals, he doesn't get referral fees, the guy in the practice, he didn't believe in him. So he just gives one name and says go to that person, don't bother me anymore, I don't agree with that, he's like he says see if you're getting real referrals or just a dumping ground, you'll know when you're a dumping ground. When you start getting calls from the same lawyer that are all worthless and send gifts, there are a lot of attorneys who go through their referral list at the end of the year and will send a Christmas present to them, it's fun to do that, it's fun to come home to your family with the tower of treats you know and let them dig in, it is always a fun thing to do. So if you can afford it at the end of the year send some gifts out to the attorneys that refer you cases.

If you get a potential new client that's a good client but they want to kick the tires and they want to talk to other lawyers, you follow-up in a very nice respectful way but you don't beg for the case. That may—that

sounds easy but it's not. If there's a case where you have the expertise, you've done this type of case before, you can provide the client top value and there out there talking to other people, that is frustrating.

I guess it's kind of like asking for a second date right? You follow-up but you don't beg. You know, if you beg you look like you are desperate and it is kind of weak, but if you just follow up and say "hey are you interested?" and they say "no" then move on.

Getting a lot of calls doesn't mean necessarily that you're getting newer good cases, you may get a lot of phone calls may get a lot of emails like I got from Pennsylvania, you may get a lot of stuff going on but it doesn't mean you got good cases and he is saying you can get calls using direct mail Google adverts and billboards and he's right, you can get a lot of calls.

I know you have got 100 emails, you have got family, you've got other cases going on and the last thing you want to do is listen to this client, potential client waste another 15 minutes of your life but you have to listen, that's what works, that's what our job is and then find out who referred you the case, it is important to know where you are getting the cases from.

He says and they also do they call the action that is at the very end you have to ask for the contract, you ask "would you like me to represent you?" that's what I always tell them, "would you like me to represent you" they say "yes" you should have a contract ready, your retainer agreement ready, whatever you need you should have those documents put together and always remember your brand while you're doing it.

Other social media tips, follow other people, it's always important to be following other people and see what they're doing. Gifs, it's okay to do those but just be really careful because they can get real cheesy really fast and then whether or not you get a social media intern, there are a lot of people out there who are looking for experience and they will do the stuff for free, you can get an intern to come in and be your social media intern at go to the local go to Texas Wesleyan, they will come work for you they will pound in 10-20 hours/week, they'll do all the social media stuff you want.

Social media is everywhere, obviously there are advertising rules, so you have to be really careful about advertising. I have seen antitrust litigation where social media comes in, GM sucks.com, you get a TRO immediately against those folks, social media is involved in there, attorney-client communications, we just talked about it on the reviews today, you got to be really careful when you get on Facebook and talking about clients and what they are doing.

Criminal law, you know those—that is—those people who use social media to brag about their crimes, it happens all the time. Defamation, obviously you defame people over there—there is a law called anti-SLAPP which you gotta be very careful about, the defamation is out there.

Family law, how social media come into play in family law, what is that? How so? How does that come in? Happens all the time, how else does it happen? That is brilliant, that is brilliant, I didn't even think of that, how else? Fidelity? To say "here's what we are going to do my spouse, cannot wait till we pull this trick on him.

I will talk about personal injury but I had a case where my guy was supposedly hurt and they got him out playing golf, a little video clip of him hitting the ball 250 yards down the fairway. Doesn't help with a bad back, bad neck right...but in employment law you know it's—there are all kinds of little nooks and crannies in employment law where that comes in. Age discrimination I've seen, I've seen posts where

people have done race discrimination where they have said terrible things about somebody based on racial remarks in social media, you know it's just, it's there. Settlement agreements, confidentiality of settlement agreements and you're out there bragging about all the money you got, you have just gone ahead and blown the settlement agreement, you have blown that clause in your agreement and then lawyer marketing social media you have to get all your ads approved so when you do—when you have to get it approved through social media before you go out there, you got to be careful what you start and put out there.

Attorney videos, so for marketing we, Renée and I think they are effective, they are effective for building your brand, they are effective for getting new content on your site, so Renée and I will come in on a Saturday, he will he will put the lights up, I will sit in my desk and we will talk about 15 topics, he will give me little blips about what we've written about on the website and I'll just do a minute or two minute about a particular topic. He cuts up those 15 or 20 minutes of time and puts them into 15 one minute videos that he then spreads out over 15 weeks. I don't know, Renée's got them all, Renee has got all of them, I don't know what—I just sit down and do them, the problem he has got is the talent he is working with you know but he does a great job in working with them for me. So how much does that cost per click? I did this research last night, the average cost, average cost per click for an ad, so you do a Google advert campaign and they are clicking on your ad, in the business community it's \$58.64 per click, right? bail bonds \$58.48, Casino \$55.48, lawyers \$54.46, the average. So if you have an ad that you're doing and you are wanting to get clients and you're doing a Google advert ad the average cost per click is going to be \$54.46. Now as we talked about last week, you can limit your budget on these things and you can limit your keywords. Maybe there's keywords that aren't as popular, so it is based on the words that you use in your ad. If you use the word mesothelioma, at one point that keyword costs \$910 per click. You want to devastate somebody, you go on and click on their ad 10 times, I am serious. No, I do not do that to my competition. But I think that—so that's why when you start, you have to have a budget, you can't let it go out of control. So you have to budget, Google will let you put in whatever budget you want and you just have a small budget and see how that campaign works and then asset management is \$49.86. The keywords—I used to have a slide that had the actual amounts but they vary so much, so I just did some research, San Antonio car wreck lawyer is like \$210 a click right now, there are a lot of car wreck attorney clicks that are over a hundred dollars a click, Dallas personal injury lawyer are over a hundred dollars a click, it is expensive right, that's why Google makes gazillion dollars, 88% of their revenue is based on these ad clicks. That is how they do their business.

Yeah? I don't know if you have to pay for auto fill, I think it's because Google is predicting what you're writing and then it just puts it in there, I don't think you pay to get that there. They have to click on the ad. So the work that you're doing to dump content onto your website to get yourself organically higher up, to do that is saving you \$58 a click because now if you get in the first page for your search. Then you go ahead and you say, you don't have to pay money because that's organic, don't get it? Every time someone clicks on your website, it is a different thing but every time someone clicks on your website, then it registers with Google and what they want is they want people clicking on your site from as many different places from as many independent IP addresses and that raises your Google.

People go on billboards, they go with the strong arm of the law, they go with the Texas hammer, they go with the Texas Hawk. You know keep in mind I think—in my wife's last election 80% of the people didn't even vote, people didn't even want to go out voting. You all see what is going on out there? And you got to type in your name to see what comes up, oh before I forget I may have not told you this—what

they—that was a cautionary tale, go out and get your own name and buy that URL, go get your name and see if it's purchased or not and if it's buy it. Couple of weeks ago I bought JimZedah.com, MichaelZedah.com, KyleZedah.com and AnnZedah.com. I do not want anybody to have them because if they can get them they are going to make your life miserable. =

Okay, if you go down—that is a good question. If you guys go down from downtown Fort Worth 121 towards the airport, what do you all see? Attorney billboards? Mimi coffee? Red law firm? That is where we are at. Which one? Texas Mexico law yeah that is Francisco's. He's got his building as you come into town and he has got his little thing on his building TexasMexicolaw.com. So do you all think that is effective?

Do you know how much they cost? Who said that? \$15,000/month is some billboards. I don't know, have we price for Billboards Renee? I got that funny money but...yeah but they don't pay for it, they just have it up there, I think it maybe of Francisco, I don't know, the one that's right...oh yeah I know what you are talking about.

So I think they are effective for 2 reasons, one is they are effective in terms of they do actually get calls and everybody knows, right, the second reason that they are effective is that they build your brand, you know you can go ahead and get your brand built by having billboards that people see every day and they understand what kind of brand you want.

So you know “note boom” is going to handle trucking accident cases, car wreck cases and he tried to dominate the mid cities, notebooks deal is I want to dominate Colleyville, North Fortune Hills, Folsom city, Arlington, that's his niche, so he makes—most of them are going out although he now has some coming back in but most of them going towards that area.

I think they're effective but I think they're super expensive. Again it's another paid advertising tool and if you can keep getting business without having to pay for it that's the best. So we do not pay, we pay 50 bucks a month for super lawyers just to be on there, do we pay any other? Yeah \$100/month on Ad, that is it, that is all we pay for.

SO my recommendation is when you go out and you know start your own practice or you are practicing law, go ahead and try to do it all without getting paid, does that make sense?