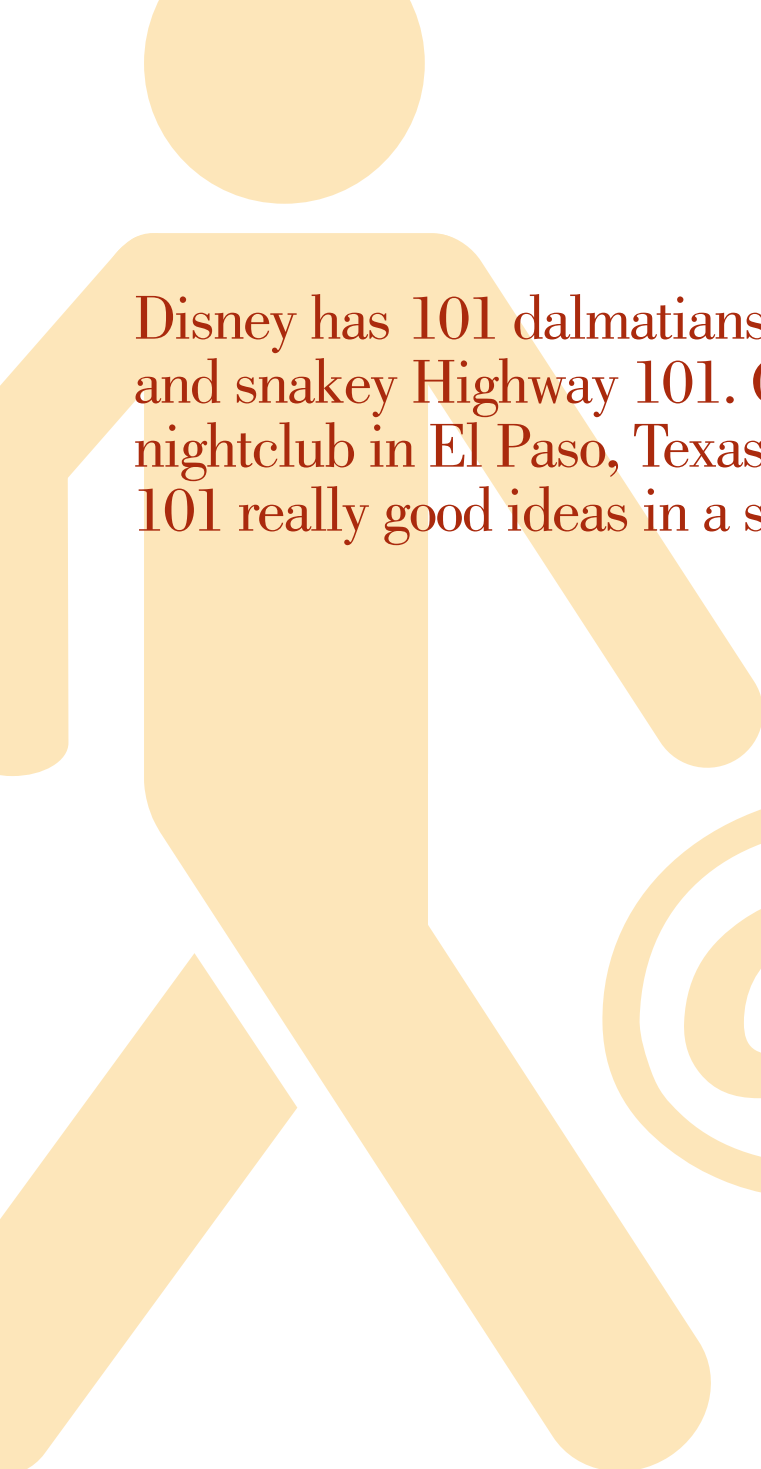


101

Really Good Ideas

FOR YOU AND YOUR LAW PRACTICE





Disney has 101 dalmatians. California has that long and snakey Highway 101. Club 101 is the hottest nightclub in El Paso, Texas. And Attorney at Work has 101 really good ideas in a special download!

Why? Because sharing really good ideas is what we are all about. Why 101? Because we can ... and because it's a nifty way to deliver some solid information with a ton of powerful links to even more ideas.

What Does a Person Do with 101 Really Good Ideas?

Be spontaneous. Print out the download, cut it up into 101 idea-containing strips, fold each and drop them all into a hat just inside your office door. Pick one at random and apply it whenever things get stuck—or boring. • **Be comprehensive.** Start with number one and march through to the end in an orderly, efficient manner. Toss the ones you don't need and work the ones you do until they shine. But pace yourself! • **Be selective.** Not every idea is a good idea for *you*. Try some of these on, see if they fit and if not, move on! • **Be extraordinary.** A new president's success is measured by the first 100 days. We've given you tips to get you through the 101st looking good, so maybe it's time to make a little history. • **Be collaborative.** Share the download link with all of the members of your firm or practice group. Ask each person to choose their favorite and bring it to your next meeting for discussion. You'll be amazed how many *more* good ideas are born that way. • **Be generous.** Everyone can benefit from a refreshing good idea now and then. Share an idea or two with your colleagues and friends. There are ideas here you'll even want to share with a client.

Even though we're bragging about having 101 really good ideas for you, we certainly don't claim to have a corner on the market. In fact, most of the really good ideas are going to be your own. So make good use of this list, build up that [corpus callosum](#), and please send a note to let us know about your 102!

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1

Learn something new.

2. Tell clients you appreciate them.

3. WRITE something for [publication](#). But don't stop there. Add links to articles on your website or LinkedIn profile. Send PDF copies to key clients and include copies in your presentation materials when speaking.

4. LOOK at your [email signature](#). What is your client learning about you? Don't waste valuable real estate with irrelevant info!

5. KEEP a [bowl](#) filled with [sweets](#) on your desk. People will subliminally remember their time there—and you—fondly.

6. READ [fiction](#) from time to time. [Read](#) to a *child*.

7. LET your clients make appointments and handle payments with you as easily as they do with their doctor, bank, pharmacy and children's schools: In the cloud. On your website. On a tablet.

8. INCLUDE your assistant in meetings. Remember to introduce him as part of the team. Ask for his input. Encourage [participation](#).

9. TAKE A HEALTH BREAK. Think of it as recess. Schedule a mid-day walk or run, join an exercise class and return to work reinvigorated. Who can't use a little [euphoria](#)?

10. DON'T ASSUME it's the right way just because it's the way you've always done it. (Psst. Do you know [how to tie your shoes](#)?)

11. GO [home early](#).

12. KEEP a business development journal so you can remember what you [did](#) and whether it worked.

13. FIND a way to say "yes" to your client. Even if it is only a "Yes, if ... " or "Here's how ..."

14. ASK business clients to give you a tour of their facility. See what it's like in their real world.

15. RECYCLE. Nearly everything is recyclable if you work at it.

16. HAVE a bias for [reuse](#) before throwing something away.


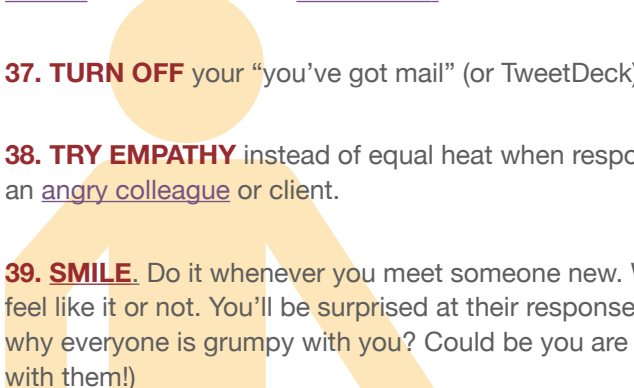
17. ALWAYS [carry](#) your business cards—someplace easy to reach.

18. READ the business media regularly and drop a note to clients (or prospects) you see mentioned. You might even [tweet](#) about it!

19. THINK AHEAD. Be mindful of [trends](#) affecting your clients and your practice area.

20. Fire your worst client at the end of each year. Feels good!

21. **TAKE** a new [business photo](#) and make sure it's on your assistant's computer, too. You never know when it will be needed.
22. **UPDATE** your [biography](#) on the firm website. Frequently.
23. **GET** smarter about [LinkedIn](#).
24. **FIND** a community organization you love and [volunteer](#).
25. **WRITE** [a book](#).
26. **SAY** [please](#) and thank you.
27. **CHECK** your social media account settings for [privacy](#) and make sure you're only sharing what you want to with those you want to share it with.
28. **ADD** keywords to your LinkedIn profile and [get found more quickly by employers and others](#).
29. **ASK** for [feedback](#) and listen. Really. Listen.

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30. **ALWAYS** ask happy clients if they will [recommend](#) you to others.
 31. **SET** a goal for how many potential clients you will contact each week and reward yourself each time you exceed the goal.
 32. **ADD** using an [RSS reader](#) to your daily schedule.
 33. **KEEP** a personal [journal](#).
 34. **LIST** everything you love about your job and then everything you hate. Weigh them and then act accordingly.
 35. **MAKE SURE** everyone in your office (especially your assistant!) has a personal business card and encourage them to use it.
 36. **STOP** [worrying](#) so much—especially about all those things you [can't control](#)—and find a little [stress relief](#)!
 37. **TURN OFF** your “you’ve got mail” (or TweetDeck) [beep](#).
 38. **TRY EMPATHY** instead of equal heat when responding to an [angry colleague](#) or client.
 39. **SMILE**. Do it whenever you meet someone new. Whether you feel like it or not. You’ll be surprised at their response. (Ever wonder why everyone is grumpy with you? Could be you are grumpy with them!)
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40

Care deeply about something. And act on it.

41. Introduce clients to all the people in your firm they might speak with, and explain each person's function.

42. VARY the hands and digits you use when [texting](#) to give the others a rest.


43. LEARN the signs of Internet [fraudsters](#) and beware of [bad check schemes](#). Lawyers are attractive targets.

44. SEND welcome letters to new clients with basic information about how they should expect things to work. The case. The schedule. Invoices. Parking. *Everything.*

45. PERUSE your competitors' websites and social sites frequently for [competitive intelligence](#). Why not? They watch yours.

46. CHANGE your passwords so that they're [at least 12 characters long](#).

47. BE ACCESSIBLE. Write your personal cell or home phone number on the back of your business card before handing it to important clients. It shows they matter to you.



48. PLACE your nametag on your right lapel so it can most easily be read by someone shaking your right hand. (You always wondered, right?)

49. TAKE TIME to [recommend](#) good people on their LinkedIn profiles. Ask them to do the same for you.

50. ASK each of your support staff and associates to write their [own performance assessment](#) while you write your assessment of them. Compare the two and then use them as the basis for your annual evaluation conversation.

51. SPEND an afternoon [calendarizing birthdays, anniversaries](#) and other important dates for your clients and colleagues so you remember to reach out on their special days. Even a kind email message means a lot.

52. FIGURE out what kind of person will pay lawyers to do what you want to do and then join the professional association to which they would belong. Get active and be seen making a difference.

53. ASK your paralegal to conduct initial intake interviews with new clients before you meet with them yourself to discuss the hard stuff. Develop a [simple checklist](#) or form to guide their conversation.

54. REMEMBER smartphones are also cameras (think scanner) and recorders. How can you use yours to document client meetings and simple transactions?

55. TAKE advantage of the free advice and expert assistance of your state bar association's [practice management advisor](#).

56. Be enthusiastic and optimistic. It makes for a healthier heart and a happier world.

57. NEVER schedule appointments for more than a total of four hours in a day. You will never get to everything else on your plate.

58. NEVER get involved in anything unless you are prepared to make a difference by your presence.

59. DELEGATE everything except those things only you can do (that includes marketing). Can you outsource or find a virtual assistant to do those things no one else in your firm can do?

60. BUT ... always, always carefully review your own billing and financial information.

61. USE Evernote to [organize online research](#).

62. TAKE 15 minutes to drop the links for all your favorite reference sites into your bookmarks list. You've been meaning to anyway.

63. DROP EVERYTHING. Take a spontaneous vacation. Find great deals on imminent travel at [lastminute.com](#). Improve your experiences by reading Kiplinger's [24 Best Travel Sites to Save you Money](#).

64. PLAY with an iPad (or another tablet). Fall in love with [some apps](#).

65. USE a low-tech solution to scheduling issues. Each Monday, print your schedule for the week and tape it to your office door. If you're not there, people in the office will know where to find you.

66. SPEND a quiet evening with your smartphone, [downloading](#), [deleting](#) and [arranging](#) your apps. It's time. And it will save you time in the long run.

67. ASK four or five of your best clients to speak at a luncheon for your firm's lawyers on the topic of "How I would like you to communicate with me." Listen hard. Thank them profusely. Take their advice!

68. BE WELL. Feed a fever, [cook a cold](#).

69. GET UNSTUCK. Embrace ideas from the [leading edge](#).

70

Break a rule.

71. Give someone a gift for no reason.

72. SURPRISE A CLIENT by remembering a special date or anniversary. But never surprise clients with their bill! Communicate clearly and frequently when it comes to their fees and invoices.

73. PAY IT FORWARD.


74. OVERCOME your technology resistance. Befriend a technology nut and open your mind to what you can learn. (You're the technology nut? Then befriend someone who still uses a paper calendar and pencil. Open your mind to what *you* can learn.)

75. OPTIMIZE your website for [mobile](#). Know the difference between an app, a [responsive web design](#) and an optimized website.

76. BRIGHTEN UP your work environment and broaden your horizons with free music from [pandora.com](#), [bbc.com/music](#), [cbc.ca/radio](#), [npr.com](#), [blip.fm](#) or [spotify.com](#).

77. HAVE SOME fascinating [fun with language](#). (Warning: Time suck!)

78. GO for a massage. Or two.



79. SOCIALIZE. Still think social media is a fad? Check [this video](#) and know that if you aren't using Facebook, Twitter or LinkedIn to connect with clients and referrers, your competition surely is.

80. LISTEN LONGER than you usually might the next time someone complains to you. The real problem is generally something else altogether.

81. GET PERSPECTIVE. Use the Internet Archive (or [Wayback Machine](#)) to browse through more than 150 billion web pages that have been archived since 1996. You'll find earlier permutations of clients' or competitors' websites. Or blush to see how simple your first site was.

82. EXPERIMENT with these great [free tools](#) to create infographics that communicate fast.

83. CLAIM your listing on [Google Places](#), and use tools like [Scribble Maps](#), to customize the way Google Maps look on your site.

84. TRY CUTTING AND PASTING text into [www.wordle.net](#) and create graphics that make the point.

85. READ your state's code of professional conduct once a year. Encourage others in the firm to do likewise.

86. CLAIM your personal brand. Create a unique URL for your LinkedIn profile and Facebook page—and if you don't own your own [domain name](#) for your given name, why not?

87. Say thank you to those who mentored you by mentoring someone younger than yourself.

88. BEWARE [the gravatar!](#) That hokey profile picture you are using in Facebook and Twitter? It's branding you all over the Web when you comment or subscribe to other websites. Be professional. Be consistent.

89. CREATE a personal advisory board of clients, local businesspeople and other experts. Ask for their advice and reward them for their thinking time. Say thank you!

90. BRAINSTORM with colleagues about the potential impact of the aging baby boomer generation. How might it impact your practice? Is there a [business development opportunity](#)? What about other social or demographic trends?

91. LEARN how to use [punctuation](#) correctly.

92. GET more out of the technology you use every day. Learn to use simple productivity tools, like text expander. For example, [ActiveWords](#) (PC) and [TextExpander](#) (Mac) create shortcuts for often-used phrases, blocks of text like address blocks, and forms and email replies.



93. MEDITATE. It's not just for the Maharishi Mahesh Yogi [anymore.](#)

94. DO a social media and SEO plan and think about hiring an assistant or intern to help you do it all.

95. DON'T just guess how you are doing on the Internet. Use [Google Analytics'](#) free tools to get real-time information about who is viewing your pages when, how they got there and what made them leave.

96. OFFER free or cheap office space to a recent law graduate or new lawyer in exchange for research assistance or other services. They'll learn from you and you'll have a pair of hands to help in emergencies.

97. PICTURE one person—or a composite client—before you write any marketing copy, articles or blog posts. Who is your target?

98. GET CURRENT about currency. You pay for cappuccinos with your smartphone and get deals by scanning QR codes. Figure out how [clients might pay you with mobile money](#), too.

99. CONSIDER all the new ways of communicating and collaborating with clients and colleagues—in the cloud, via dedicated client portals, video chat, text, Google Docs, Skype. Figure out how to [match the medium](#) to the message.

100. LOOK OUTSIDE the legal profession for some great [practice management ideas.](#)



101

Read Attorney at Work every day!



About Attorney at Work

One really good idea every day for enterprising lawyers. At Attorney at Work, our goal is to give you everything you need to create a law practice—and a life—you can love. Each weekday morning, subscribers to the website receive a free Daily Dispatch email with a link to sound ideas on anything from getting clients—even if you are missing the rainmaker gene—to solving the “slammed with work but chronically short on cash” dilemma. And the ideas extend all the way through to how to get a grip on cloud computing and the newest apps for your smartphone and tablet, to what to do about an assistant with memory problems, or a secretary who doesn’t like you.

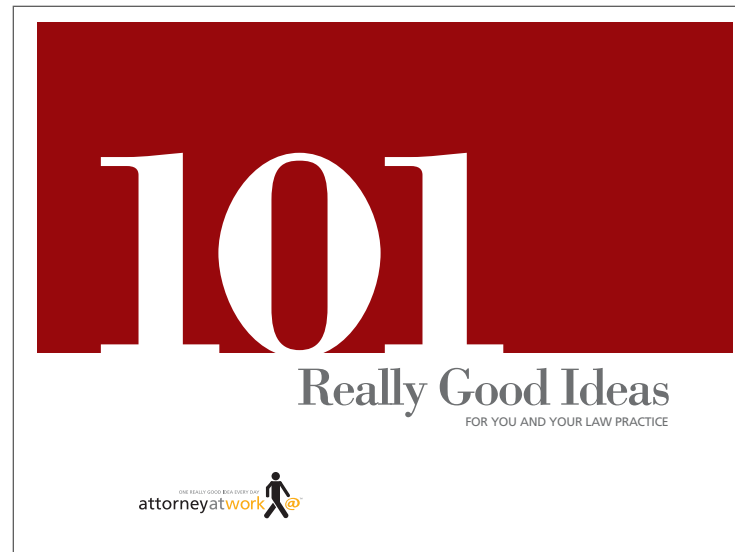
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