

Posted on June 11, 2009 by

[California Law Firm is First to Get Bailout Funds from \\$1 million Rainmaker Software Law Firm Economic Assistant Package](#)

An 85-lawyer firm is the first recipient of RainMaker Software's \$1 million [Economic Assistance Package for law firms](#). So far RainMaker has awarded \$228,164 in economic assistance, as much as \$30,000 per firm.

Law firms get the funds in the form of a discount on the company's software and must agree to **"pay it forward"** by devoting the benefits of the bail-out to their local community, for example, identifying new pro-bono work initiatives for laid-off workers, or assisting families dealing with potential mortgage foreclosures. The amount of the bailout package for each firm is based on their size and the commitment they make to "pay forward" these benefits.



Jim Hammond

[Wood, Smith, Henning & Berman](#), headquartered in Los Angeles, was the first to receive the bailout money. The firm has offices across California, Arizona, Las Vegas and Denver. **"As our firm continues to grow and open new offices, we see this as a great opportunity to help our communities,"** said Kelli Moorehead, IT Manager of Wood Smith. The firm has agreed to pay it forward by contributing volunteer time and resources such as Adopt-A-Family for the Holidays, Race for the Cure, Children's Foundation Career Fair, Juvenile Diabetes Research Foundation, and Habitat for Humanity and VIP Mentors.

RainMaker says it is committed to helping law firms become financially healthy, no matter what the state of the economy, by offering the \$1 million package. **"We all need to look for ways to pull out of this economic slump together,"** said Jim Hammond, President of RainMaker Software.

Law firms can apply for the funds at <http://www.rainmakerlegal.com/assistance.htm>

"You may ask if this isn't just a publicity stunt. My response is that there is no free lunch," Hammond said. Most legal market vendors and law firms are being impacted by the current economic crisis. We all read the headlines where firms are laying off both attorneys and staff. The Economic Assistance package will provide firms an additional incentive to invest money today to improve their infrastructure tomorrow. We'll be able to keep our people busy, and while we'll make less money in the short term, in the long run we'll all be better off, as will the communities that benefit from the 'pay forward.' It is that simple."

Rainmaker Software sells financial and practice software for mid-to-large sized law firms. Founded 40 years ago, RainMaker also offers a business intelligence toolset with no custom programming needed.

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Posted on June 10, 2009 by

[June Issue of Originate Now Available Online](#)

ORIGINATE!

THE ATTORNEY BUSINESS DEVELOPMENT ADVISOR

The new June 2009 issue *Originate!* is now online. Here is the table of contents for this month's issue. Earlier articles are still available for viewing in the 'Archives' section and are searchable using the Search the articles just click any title or log in at www.pbdi.org/originate.

All previous articles on in the upper right of the home page; plus, all 116 articles published in our first year are now indexed and viewable in one place; just [click here](#) to access them or see the Resources section of the newsletter.

2009 Rainmaker of the Year Awards: It's time to nominate top originators for the 2009 Awards to be announced in our September issue. The [Entry Form](#) is now available and open to all law firms. See the [September 2008 issue](#) for last year's winners.

CONTENTS:

Lead Article: [Business Development Advice from the Chair of the ABA Commission on Women](#)



This is the third part of a three part interview with **Roberta D. Liebenberg**, the Chair of the ABA Commission on Women in the Profession. Here she addresses specific issues and opportunities for women lawyers, including the advantages and disadvantages they bring to the practice of law...and what to do about those.

[We've Only Just Begun: Business Development AFTER You've Acquired a Client](#)



Seventh Stage of the 12 Step Pipeline: In this stage of managing your sales pipeline, your work to get the new client doesn't stop. Now you want to keep that client and build up the matters you do for them. It's more than a matter of economics, but good service. **Andy Havens** explains how it can work for you as well as the client and ways to make it happen.

[The Art of Closing: Six Rules of the Game - Pt 1 of 2](#)



Ask for the business. Get closure. Deal with obstacles. In a selling situation, there's a lot to think about. But maybe you're thinking too much, and not building up your instincts. Here two attorneys **Kevin Chern**, Esq. and **Damon Cheronis**, Esq. explain six powerful business development rules about making the sale, and how you can tone your reflexes. *Part 1 of 2.*

Best Practice Tips

[Systematic Success: How to Conduct a Winning Sales Call](#)

Suppose that you were representing a client with a potential million dollar judgment. Would you just

show up in court and wing it? Unfortunately, laments Michael Cummings, that's what so many attorneys do when a big new piece of business is on the line. Here he presents a systematic quality control process for preparing and conducting your next sales call.

[Case in Point: What To Do When Your Own Partners Won't Refer You](#)

Current research shows that major companies are firing 20% of the core law firms they are using, and that failure to cross-sell could put your firm in the loss column. **Larry Bodine, Esq.** advocates an analytic approach to get things and explains how to overcome a common obstacle in doing so.

[Nothing Grows In Ice](#)

Business development turns out to be rocket science after all, observes **Thom Singer**. Creativity wins the day in personal marketing, not just in science, engineering and art. If you want to be more than just "average" in your practice, you need to un-freeze your brain and ignite possibilities. Here are some ways to light your fire.

[What If?: Making Change Work For You](#)

Change is frequently looked upon as disruptive or unwelcome, but it's the key element lawyers often don't embrace when they need to. **Darryl Cross** proposes some slight shifts you can make, some unthreatening "What Ifs" that can make a big difference for you and your clients.

Getting the Most Out of Your Subscription:

All previous issues are archived so they can still be read online. And be sure you take advantage of all the ongoing business development resources you've gained through your subscription:

- **Free web seminar:** In the right hand column of any issue you can stay apprised of upcoming web seminars. If you still qualify for a free web seminar, to sign up **you must contact Laura Kresich about a week in advance of the seminar so she can register you and get you the sign-on information.** You'll find Laura's contact information at the bottom of each page (lkresich@prodigy.net). You and any number of people in your office can attend at the location where you connect to the seminar. You can register for other web seminars at the regular price on www.pbdi.org.
- **Resources:** Articles, downloads, audiocasts - these will change throughout the year so keep an eye out for new resources you can use.

Spread the Word Please:

If you know someone who can benefit from **ORIGINATE!**, we invite you to share any of our articles with that person (which is easy to do by copying and pasting the article into an email). We only ask that you include the brief promo we've added at the end of each article. Or just steer them to our site where they can see for themselves what we offer.

Enjoy and Let Us Know

Enjoy the current issue, and please let us know what you think about it, how valuable you are finding the articles, or any suggestions or criticisms you wish to offer. We want to hear from you!

Barry Schneider

Editor in Chief **ORIGINATE!**

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Posted on June 9, 2009 by

[Rainmakers of The Year Offer Tips for their Success](#)

Enter the [2009 Rainmaker of the Year Awards](#), sponsored by *Originate!*



Newsletter and the Legal Sales and Services Organization.

The newsletter is now soliciting entries from lawyers,

firms, marketing specialists, recruiters and advisors in six categories:

1. Associate
2. Small firm lawyer (30 or fewer lawyers)
3. Partner – transactions
4. Partner – litigator
5. Woman Lawyer

[Enter Today!](#)

From the [LawMarketing Portal](#):

When Peter Bilfield won the *Originate!* newsletter [Rainmaker of the Year Award in 2008](#), he was an associate at a large New York Law firm. Since then he parlayed his practical selling skills to [become a partner](#) at Shipman & Goodwin in their Stamford, CT, office last April.

He used his top rainmaking skill of focusing on getting work within his own network of friends, family, clients and prospects, and capitalizing on them by listening to what they have to say so that he can expand the relationship.

Bilfield was one of four rainmakers who spoke at a panel discussion at the annual Legal Sales and Services (LSSO) [Raindance Conference](#) in Chicago. The three day conference focused on law firm sales, marketing tips from general counsel, advice from managing partners, and sales process improvement.

The panel was moderated by Gabe Miller, General Counsel for the Law Offices of Jim Sokolove, and it also included rainmakers:

- H. Patrick Callahan, Partner at Baker & Daniels in Indianapolis
- Lorelei Graham, Partner at Miller Thomson, Ontario, Canada.

- Wilton McDonald II, head of investment funds at Higgs Johnson Truman Bodden & Co in Grand Cayman.

To read the rest of the story, visit the [LawMarketing Portal](#) at www.lawmarketing.com



***Originate!* Newsletter & Legal Sales and Services Organization
Present the 2009 Rainmaker of the Year Awards**

[Click Here for an Entry Form.](#)

Entries now being accepted. Deadline is Wednesday, July 15th. No fee required.

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Posted on June 8, 2009 by

[Reed Smith LLP Partners Deploys Concep Email System to Streamline Client Communications](#)

Reed Smith LLP, one of the 15 largest law firms in the world, has deployed the [Concep](#) Campaigner e-mail marketing communications across 23 of its offices globally.



The product is an interactive e-mail marketing communications platform, designed specifically for busy law firm marketers to deliver content-rich, company-branded e-mails to target audiences.

The firm engaged with Concep to provide the Campaigner technology because effective digital communication is a major component of Reed Smith's marketing strategy. Concep's extensive expertise, honed from working with 15 of the global top 30 law firms over the past seven years, appealed to Reed Smith. Campaigner was necessary to help support the rapid growth the firm has experienced following a number of mergers and acquisitions.

With lawyers across the U.S., U.K., continental Europe, Asia and the Middle East, Reed Smith is known for its experience across a broad array of industry sectors. Reed Smith clients include 28 of the top 30 U.S. banks and 10 of the world's 12 largest pharmaceutical companies.

"We need a way to capture client attention and cut through competing channels

and cluttered in boxes. In order to do this, we have to deliver the right message to the right person at the right time, in a consistent, compelling and user-friendly format," said [Mike Scherpereel](#), director of branding & communications for Reed Smith. "The powerful reporting features of Campaigner enable us to evaluate how successful our campaign has been and to gather data for business development purposes."

Campaigner allows Reed Smith to gauge e-mail effectiveness through an advanced reporting utility. Speed of deployment was a priority, and Reed Smith's 23 global offices were up and running quickly because Campaigner is a web based, SaaS solution. Additionally, as the platform has an emphasis on templates and simplicity for the user, Reed Smith marketers were able to use the solution immediately with minimal training.

Concep delivers marketing services and technology globally through offices in London, New York and Sydney. For additional information, please visit www.conceptglobal.com.

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Posted on June 5, 2009 by

[Bank Abandons Outdated Logo that "Looked Like a Law Firm"](#)

A Massachusetts credit union **got rid of its old logo because it made them look like a law firm**, which doesn't say much for law firm marketing logos.

When the officers at the First Citizens' Federal Credit Union in Massachusetts decided it was time for a new bank logo, they embarked on what can be a risky enterprise. Business people know that these things can go very, very wrong.

At right, First Citizens Federal Credit Union CEO Peter Muise stands next to a poster bearing **the new company logo**.



But some of the competition had already thrown down the redesign gauntlet. In particular, said Nora Ganim-Barnes, director of the Center for Marketing Research at UMass Dartmouth College of Business, Fall River Five Cents Savings Bank had recently transformed its name and its look to the new Bank Five.

First Citizens', meanwhile, was still using a maroon logo with script lettering dating back 30 or 40 years that President and CEO Muise says "looked like a law firm."



Barnes said, "You look at the competitive environment and see whether or

not you're looking tired and old and you need to shake things up a little bit. You do a competitive analysis. There are times when it is appropriate and times when it's inappropriate."

The old lawfirmish logo is shown above.

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Posted on June 5, 2009 by

[More McDermott layoffs](#)

McDermott Will & Emery issued its second layoff memo this year on Thursday. The grim news: the loss of 25 lawyers and 47 administrative staff.

The elimination of 72 people is on top off a reduction of 149 jobs in February, which included 60 attorneys. **The combined hit represents about 8 percent of the 1,100 attorneys the firm had in February.**

The lack of work in the recession remains the culprit. As Chairman Harvey Freishtat explained in the memo: "This difficult decision results from a careful review of the current and projected needs of our clients. While we are seeing signs of recovery in some practice areas, demand for transactional-related services continues to lag."



Harvey W. Freishtat

The firm, as usual, did not break down the layoffs by office. But some of the victims included first-year associates who started last fall.

For more info see the [Chicago Tribune](#) article.

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Posted on June 4, 2009 by

[10% of active users are responsible for over 90% of all Tweets](#)

A study conducted by the [Harvard Business Review](#) reveals that most Twitter users don't actually use the service much, or even at all. **In fact, 10% of active users are responsible for over 90% of all Tweets.**



According to the research, conducted on a random sample of about 300,000 Twitter users in May 2009, 25% of Twitter users don't tweet at all, while 50% of users tweet less than once every 74 hours. Active users, on the other hand, tweet a lot, which makes Twitter a lot more like Wikipedia than an average social network (see graph below, courtesy of HBR).

Although this may sound strange at first, Twitter really is more like Wikipedia than, say, Facebook. **Twitter is not so much about connecting with your friends, it's about broadcasting information.** Although it doesn't necessarily take much creativity to create a tweet, only the most creative users actually persist in tweeting every day over a longer time period.

A separate study by [Twitterati](#), **young people don't like Twitter.**

They prefer social networks. The survey by Pace University and the Participatory Media Network found that 22% of people between 18 and 24-years-old had a Twitter account while **99% had a social network profile.**

Of the young folks using Twitter, 85% of them follow friends, 54% follow celebrities, 29% follow family members and 29% follow companies.

"It may mean that younger people get their "micro fix" from text-messaging and SMS as opposed to Twitter. It could suggest Twitter hasn't trickled down to this particular demographic just as it took some time for Facebook to gain traction among older people after being the hot platform for university students."

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Posted on June 2, 2009 by

[**Mayer Brown Lawyers Take \\$100,000 Pay Cut To Avoid Layoff**](#)

From the [Chicago Tribune](#):

Mayer Brown is paying some of its associates to work in-house at corporate clients such as United Airlines parent UAL Corp. and Kraft Foods Inc. But there is a catch: The associates' pay is reduced to \$60,000 plus benefits, from about \$160,000, and the jobs last one year with no guarantee of further employment.



But for the associates, it's an alternative to joining the ranks of the unemployed. "These are young lawyers, and they are not going to find another \$160,000 job out there," said Art Gunther, a Chicago legal recruiter who places associates at firms. "It's a creative

idea."

In the last month, eight of Mayer Brown's lawyers have gone to work at three other Chicago-area companies besides UAL and Kraft: Fortune Brands Inc., Baxter International Inc. and W.W. Grainger Inc. according to the Tribune.

"The vast majority took the job offer," said Paul Crimmins, a Mayer Brown partner who coordinated the program. "I really think it's a good situation for the associates because the job market is so tough right now."

Major law firms are suffering from the searing recession as much as any other industry because some of the financial institutions they rely on for lucrative work have imploded. Historically, layoffs at top-tier firms like Mayer Brown were kept quiet. This time around, firms are owning up to the fact that they are not as recession resistant as some thought.

This year, major firms have laid off nearly 4,000 lawyers and nearly 6,000 staffers, according to the legal blog [Law Shucks](#). In April, Mayer Brown eliminated 45 lawyers and 90 staff at its U.S. offices. The reduction is the second since November.

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Posted on June 1, 2009 by

[Yet Another Twitter Worm](#)

According to Nerino Petro's [Compujurist.com](#), as Twitter becomes more popular with lawyers, it becomes a larger target for people with malicious intent to use for their own nefarious purposes. **The latest round of attacks has been occurring in the form of a worm which attacks when users click the shortened URLs in a Tweet.**

Ryan Meray of [TechNibble](#) said the worm began on May 31 compromising the accounts of people who clicked on a link to a video on the juste.ru domain. These zombified accounts were then used to post another link to the video. "Best Video: <http://juste.ru/?...>" tweets began to spread across the twittersphere.



It appears that unlike previous twitter worms, this one doesn't work off of cross-site scripting (XSS) but instead installs some sort of malware to compromise your account details. Further, it appears to be able to grab Facebook login information as well, and it has begun to propagate on that network as well.

There is no defense against this worm. Firefox users have a tool that can be used to expand these shortened URLs before they're clicked but it isn't a cure because you need to know that the URL is in fact beforehand. If you use TweetDeck (or one of the other Twitter readers) as your primary reader, you're out of luck.

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Posted on June 1, 2009 by

[Martindale Connected Membership More than Doubles](#)

As of today, there are approximately 7,500 members of [Martindale-Hubbell Connected](#). When I joined back in March there were 3,000 members of the company's online social network.



Granted, it's far from the 563,000 lawyer members that LinkedIn has, according to Steve Matthew's [Stem Blog](#). Yet Connected's growth numbers are impressive for a site that launched officially two months ago.

Martindale launched a beta version of Connected last May, 2008 with about 20 members. The beta grew from 20 to about 3,100 over a period of about 10 months until official launch.

Also interesting are Connected's international community statistics. Over 16 percent of the Martindale community members are international (non-US) lawyers, representing 111 countries.

What lawyers like about Connected is that (a) it's for lawyers only and (b) all members are authenticated to be who they say they are. Any lawyer can join at <http://www.martindale.com/connected>

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