



# Tips, Tricks and Pointers on Reducing Paper, Managing Email, Productivity and Using Social Networking

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What to do with all that paper?

# PAPER REDUCTION STRATEGIES



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# Is Paperless Achievable?

- Probably not.
- BUT – you still need to do what you can!
- Read about it... <http://tinyurl.com/343l75h>

## BESTPRACTICES

### Escape the Paper Jungle

Reducing Your Firm's Hard-Copy Immersion

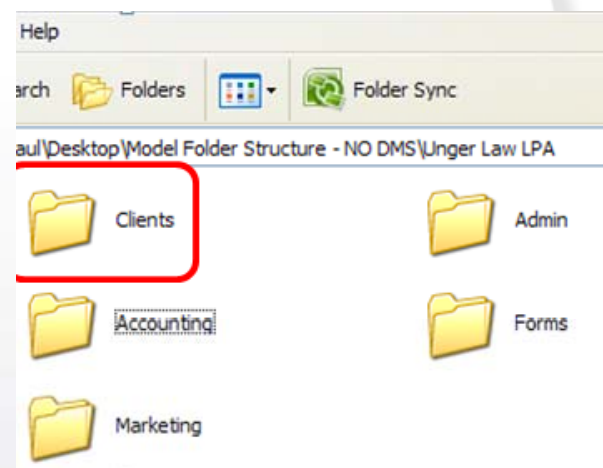
BY STEVEN J. BEST

When the staff of a law firm is asked about its biggest frustrations related to job efficiency and productivity, managing volumes of paper is often at the top. Paper files have become problematic in today's technologically driven law firms. People often spend hours of unproductive time filing away and then, later, looking for paper. Paper files can be in only one place at a time; there is no sharing or collaborating on a paper file; you cannot search a paper file, you can only flip paper, one page at a time. Filing is also one of the most dreaded tasks in a law firm – and it often gets put off. So, even if you have found the file, there is a good chance the paper you need



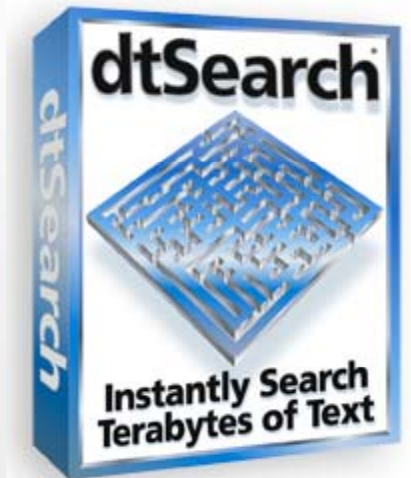
# How Do You Store Your Stuff?

- You have to be able to find what you are looking for
- Electronically file by Client/Matter
  - Not by User
  - Not by Lawyer
  - Not by Practice Area\*\*



# Search Tools

- Google Desktop - <http://desktop.google.com/>
- X1 - [www.x1.com](http://www.x1.com)
- Copernic - [www.copernic.com](http://www.copernic.com)
- dtSearch - [www.dtsearch.com](http://www.dtsearch.com)



# Document Management?

- **Big differences?**
  - Forced user compliance
  - Document Security
  - Versioning
  - Email management



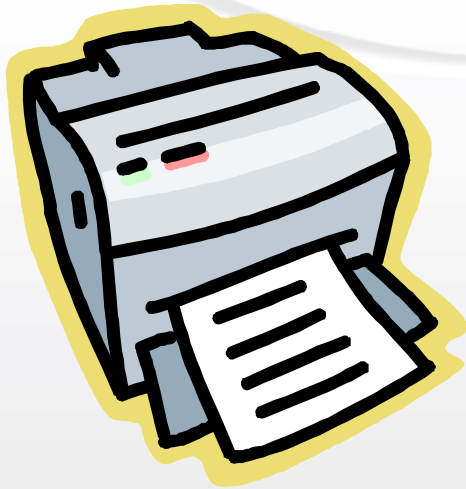
# What about the old stuff?

- Start today
- Look ahead
- Deal with old stuff later (maybe never...)



# Stop Creating Paper

- Stop unnecessary printing
- Review on the screen
- No printing emails. Ever.



# Start Today – and NO TURNING BACK

- Commit from the top down
- No options





I don't like my scanner...

# THE RIGHT HARDWARE



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# Fujitsu S1500



- One Button Scan to pdf
- 20ppm scanning
- 50 page doc feeder
- Comes with Adobe Acrobat 9 Standard
- Nextwarehouse - \$413.70



# Fujitsu S300



- Very small footprint
- Portable
- 6 pages per minute
- Duplex Scanning
- ScanTastic - \$295
- NO Adobe Acrobat



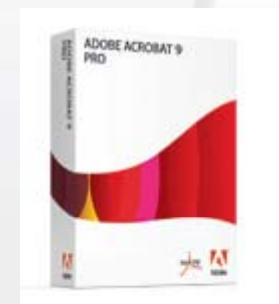
# What about my Copier?

- OCR is the biggest issue
- Should be used for big jobs
- Come up with a specific page count
  - smaller at your desk, larger at the copier



# Do I NEED Adobe?

- Not if you JUST want to print to pdf.
- 100+ free ways to do that (search print to pdf in Google)
- YES if you want to Edit, modify, create forms, etc.
- Acrobat Professional if you want to Bates Stamp and Redact





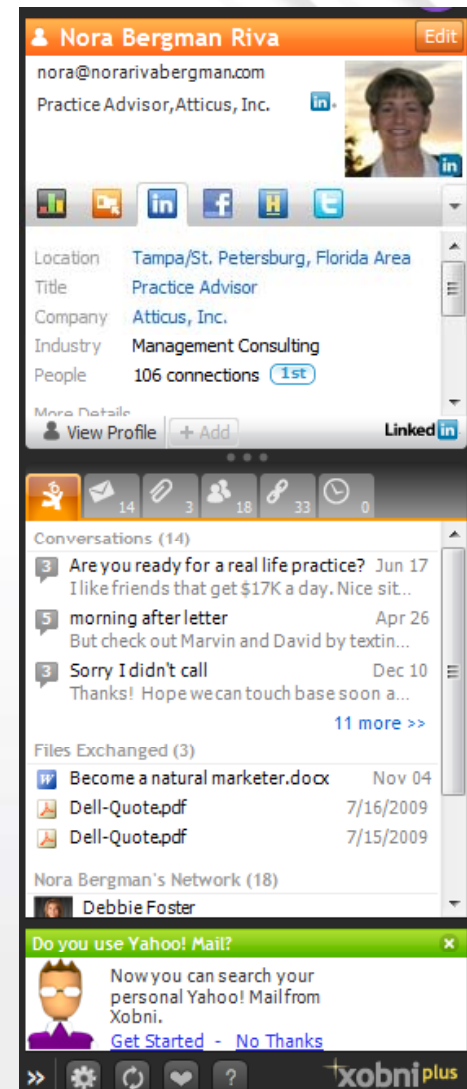
I spend most of my day in Outlook

# OUTLOOK TIPS AND TRICKS



# Explore Add-Ons

- Xobni
- Search and find anything, quickly
- Email statistics

The logo for Xobni, featuring the word "xobni" in a white, lowercase, sans-serif font centered within a solid blue rectangular background.

# Explore Add-Ons

- **SimplyFile – Techhit**
  - Moves messages to the right subfolder with one click
  - One click tasks and appointments
  - SIMPLE to use

SimplyFile | INTELLIGENT FILING ASSISTANT FOR MICROSOFT OUTLOOK



# Explore Add-Ons

- **Credenza**
  - From the makers of Amicus Attorney
  - Bring MATTERS, PHONE CALLS and TIME ENTRIES into Outlook
  - [www.credenzasoft.com](http://www.credenzasoft.com)
  - Low Monthly Cost



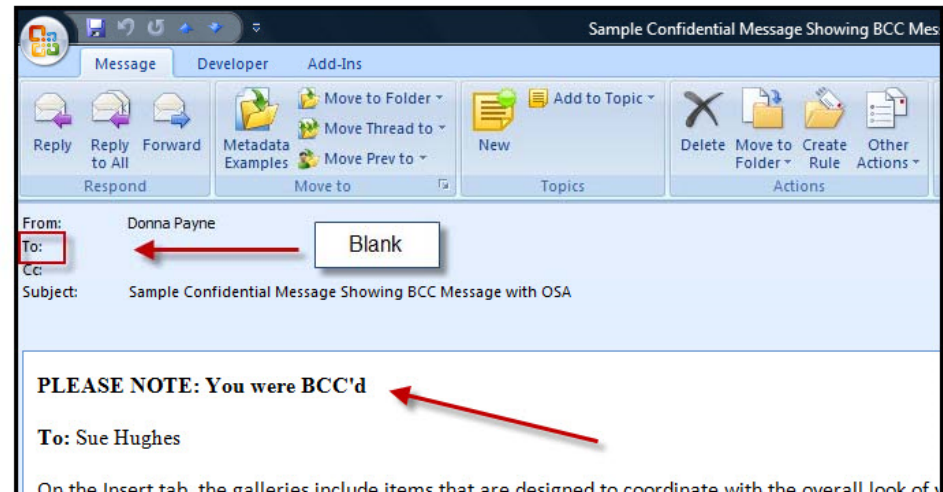
# Explore Add-Ons

- Copy2Contact
- Copies an email signature block and intelligently creates a contact in Outlook

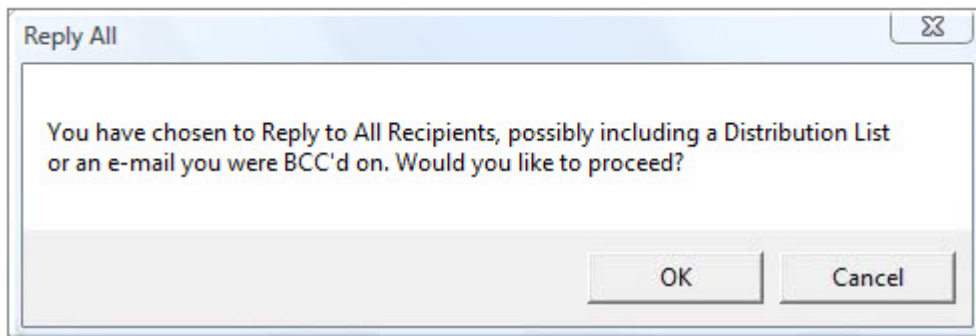


# Explore Add-Ons

- Outlook Send Assistant

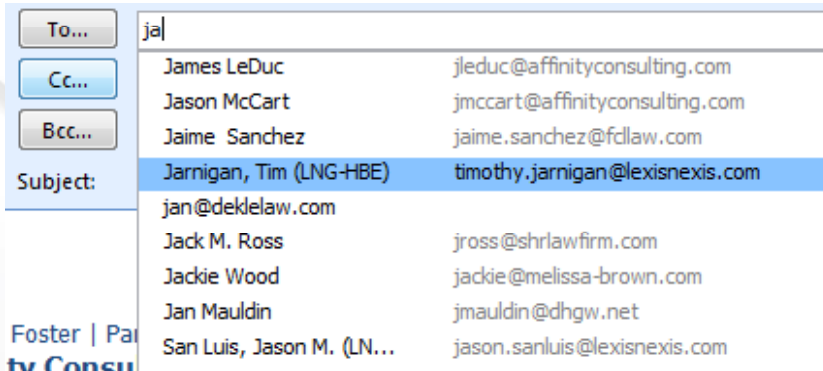


On the Insert tab, the galleries include items that are designed to coordinate with the overall look of your document building blocks. When you create pictures, charts, or diagrams, they inherit the formatting of selected text in the document text by choosing a look for the other controls on the Home tab. Most controls offer a choice of using the look from the look of your document, choose new Theme elements on the Page Layout tab. To reset both the Themes gallery and the Quick Styles gallery provide reset commands so



# AutoComplete and BCC

- Use both with caution
- Clean up AutoComplete...



- Arrow down and delete old entries
- Stop using BCC – NO Control.



# Outlook Signature Tip

- Right click in the signature area and change your signature

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Users need to check out Affinity University! We have launched a new legal community. Visit [www.affinityuniversity.com](http://www.affinityuniversity.com)

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Legal community. Visit [www.affinityuniversity.com](http://www.affinityuniversity.com)

Signatures...



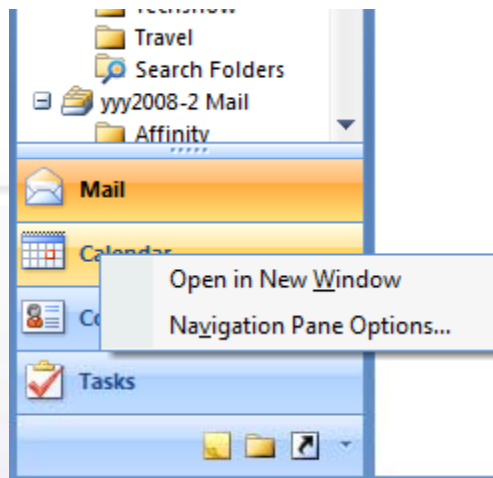
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Got questions? Get answers!



# Open in New Window

- Have your Calendar AND your Email open at the same time...



# Reducing Email

- Give permission internally - To not send an email that says “thanks”
- Contemplate “Reply to ALL”
- Use CC only when necessary
- Email is not the right solution for every correspondence





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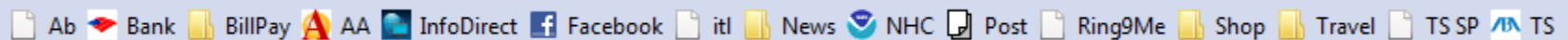
# INTERNET TIPS



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# Use Links Toolbar

- Put your most frequently visited sites on a toolbar for easy access

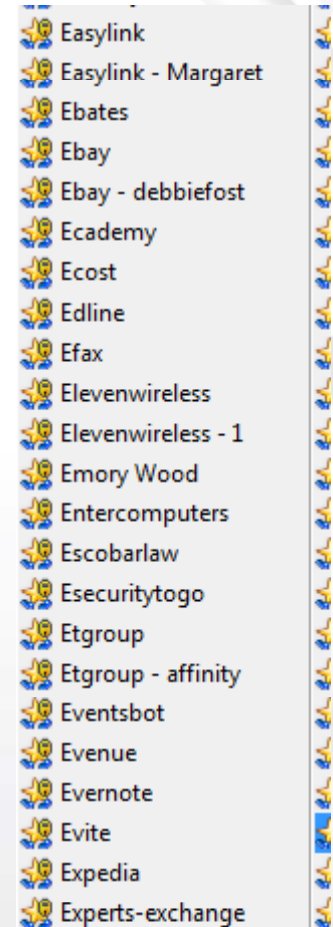


- In IE, save to Favorites in the “Links” group, then show the Links toolbar
- In Firefox, save to Bookmarks Toolbar



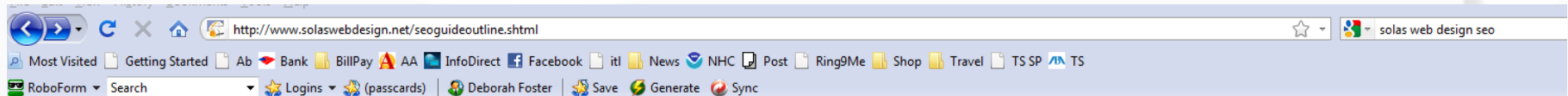
# Get Roboform

- Or some other Password Manager
- Save all your passwords in one place with one MASTER password
- Works on a mobile device or flash drive



# Minimize the Toolbars

- **Get Google, then your Links, then your PW manager, and that is about it!**





Who has time for that??

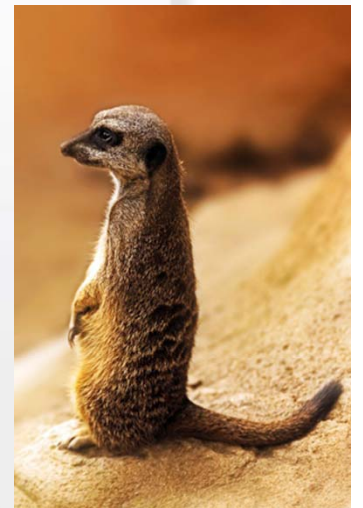
# YOUR ONLINE PRESENCE



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# Your Online Profile

- Everyone Has One
- You really don't have a choice – times have changed
- The KEY is to manage it
- You really can be “So much cooler online”



# Websites

- You have to have one. Period.
- Three Kinds
  - Brochure Style
  - Middle of the Road
  - Full Featured
- Start Small
- DON'T spend tens of thousands of dollars



# 3 Words about SEO

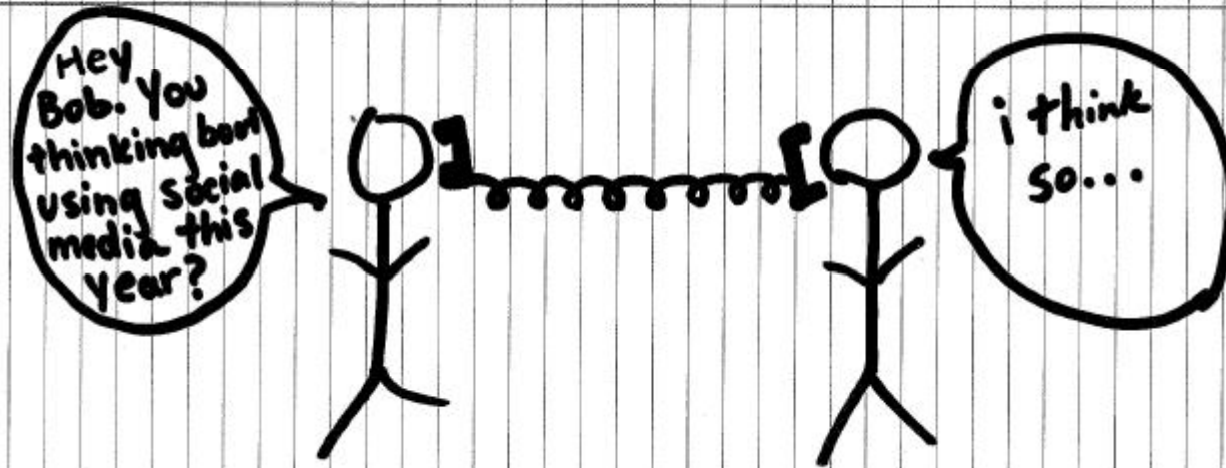
- NO
- MAGIC
- PILL
  
- <http://www.solaswebdesign.net/seoguideoutline.shtml>
- Learn about it!



# Social Networking

- **CLAIM and MANAGE** your online profile
- It is not about you, it is about **THEM**
- But **WHY?** Investigation – in all areas
- **Who is Tweeting?**



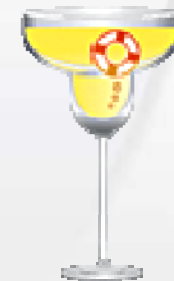
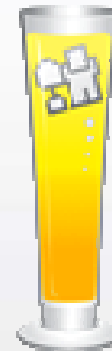


“A NEW SOCIAL MEDIA SURVEY  
REVEALS 100% OF MARKETERS  
ARE PLANNING TO USE SOCIAL MEDIA”





# General Social Networking Sites



# Non-Legal Specific Sites

- Linked-In – let anyone in
- Facebook – you have to decide...
  - Don't forget a fan page for your firm
  - Watch out for testimonial rules...
  - Carefully review security/privacy settings
- Twitter

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook®

The Twitter logo, consisting of the word "twitter" in white lowercase letters on a light blue rectangular background.

twitter

The LinkedIn logo, consisting of the word "LinkedIn" in black lowercase letters with a blue square containing the white lowercase letters "in" to the right.

LinkedIn™

The Affinity Consulting Group logo, featuring a stylized blue arc above the word "Affinity" in a serif font, with "Consulting Group" in a smaller sans-serif font below it.

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**LEXTWEET** A SERVICE OF **LEXBLOG**

# Legal Specific Networking Sites

**JD SUPRA™**  
BETA  
[ Give Content. Get Noticed. ]

*lawyrs*

**Affinity**  
Consulting Group

**Avvo™**  
Ratings. Guidance. The Right Lawyer.

# Thank you!

## QUESTIONS?

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