Tips to Ignite: 30 Tips in 30 Minutes

Catherine Sanders Reach, MLIS
Director, Law Practice Management & Technology
The Chicago Bar Association
Hey, Hi, Hello

Most Effective Email Openings*

*Based on lift from average response rate of all emails in sample (47.5%)

<table>
<thead>
<tr>
<th>Greeting</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEY</td>
<td>34.8% increase</td>
</tr>
<tr>
<td>HELLO</td>
<td>33.9% increase</td>
</tr>
<tr>
<td>HI</td>
<td>32.1% increase</td>
</tr>
<tr>
<td>GREETINGS</td>
<td>20.6% increase</td>
</tr>
<tr>
<td>DEAR</td>
<td>19.0% increase</td>
</tr>
</tbody>
</table>

Boomerang
blog.boomerangapp.com
Get More Responses

**Most Effective Email Closings**

*Based on lift from average response rate of all emails in sample (47.5%)

- **THANKS IN ADVANCE**: 38.3% increase
- **THANKS**: 32.6% increase
- **THANK YOU**: 21.9% increase
- **CHEERS**: 14.5% increase
- **KIND REGARDS**: 13.5% increase
- **REGARDS**: 12.6% increase
- **BEST REGARDS**: 11.4% increase
- **BEST**: 7.8% increase

[Boomerang](blog.boomerangapp.com)
Stop Emailing Attachments!

And here’s the second batch.
Reduce the Whoops (Email) on Your Phone

Android – Native Email App

Android and iPhone – Gmail
Reduce the Whoops (Email) – ReplytoSome

On 6/7/2018 11:57 AM, Dudek, Carmella wrote:

JW,

I just got a call from women who tried to register for a panel and did the same thing click on the submit button and errored.

Carmella
Email to Text/Text to Email

Catherine Sanders Reach, Catherine

Subject: Email to Text
Here you go!

Catherine Sanders Reach
Director, Law Practice Management
321 South Plymouth Court
Chicago, IL 60604

Want to request a meeting? Here’s my calendar link to make finding time easy.

Phone: 312-554-2070
Csandersreach@chicagobar.org
www.chicagobar.org/lpmt

And back again
Microsoft Outlook – Reply With Meeting
Follow Up!
Outdated or missing contacts in your address book?

Your Contacts Always Up-To-Date Auto-Magically!

Start for Free Now >>

Find out more
Slack – Better Than Email

Team communication for the 21st century.
Calendly – Your Appointments Online

Select a Day

- TODAY -

- Thu Jul 12
  unavailable

- Fri Jul 13

- Mon Jul 16

- Tue Jul 17

- Wed Jul 18

- Thu Jul 19

- Fri Jul 20

Consulting

- 12:00pm - Monday, July 16, 2018
- Central Time - US & Canada
- The Chicago Bar Association

Enter Details

- Full Name *
- Your e-mail address *
- Regarding:
- Would you like to meet in person at the Chicago Bar Association *
  - Yes
  - No
  - Other
- Would you like to call in for the meeting?
  - Yes
  - No

Schedule Event
Initiate a Meeting with Doodle or FindTime
### Task Management - Asana

**Administrative/Planning:**
- Create event information to use for programming
- Create presentation materials

**Monday 3 Weeks in Advance:**
- Deadline to send Emily presentation materials for CLE credit review
- Emily apply for PR credit

**Week Of:**
- Send materials to attendees 2 days before date of program
- Upload materials to iMIS 2 days before date of program
- Confirm whether or not program has been approved for CLE credit

**Day Of:**
- Print off roster, evaluations, speaker release, and CLE certificates
- Set up room (TV, JoinMe, mics, Camtasia, iPad)
- PR Approval

**Post:**
- Scan evaluations and save to Planning & Admin. folder
- Upload program materials to Google Drive
- Mark run time and give forms to Camilla
- Produce Camtasia video
- Publish video on Vimeo and Wordpress
Change Default Paste Setting in MS Word
Protect a Portion of a Word Document

<table>
<thead>
<tr>
<th>INCOME</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Gross Receipts or Sales</td>
<td>$100,000.00</td>
</tr>
<tr>
<td>2. Cost of Goods Sold</td>
<td></td>
</tr>
<tr>
<td>a. Materials &amp; Supplies $500</td>
<td></td>
</tr>
<tr>
<td>b. Labor Costs $1,000</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>(Do not include wages paid to your employees)</td>
<td></td>
</tr>
<tr>
<td>c. Other</td>
<td></td>
</tr>
<tr>
<td>3. Gross Profit (subtract 2 from line 1)</td>
<td>$9,850.00</td>
</tr>
<tr>
<td>4. Other Income</td>
<td></td>
</tr>
<tr>
<td>Describe</td>
<td></td>
</tr>
<tr>
<td>5. Gross Income (add lines 3 and 4)</td>
<td>$9,850.00</td>
</tr>
</tbody>
</table>

| EXPENSES (do not list Chapter 13 payment)   |             |
| 6. Monthly Payment for Business Property or Office Space (Rent or Lease) | $500        |
| Landlord’s Name                            |             |
| 7. Employee Wages                          | $1,000      |
| 8. Employee Benefits                       | $500        |
| 9. Equipment Lease Payment                 | $500        |
| 10. Secured Debt Payment                   | $0          |
| 11. Supplies (not included in 2a above)    | $0          |
| 12. Utilities                              | $0          |
| 13. Telephone                              | $100        |
Multi-Author Document Collaboration
This?

- Unauthorized practice of law
- Multijurisdictional practice of law
- Multidisciplinary practice of law
- Fee sharing
- Advertising

Or This?

Unauthorized practice of law
Multijurisdictional practice of law
Multidisciplinary practice of law
Fee sharing
Advertising
Google Forms for Client Feedback
MailChimp for Email Marketing

Dashboard

Get started

- Import your list
  Lists are where you store your contacts (we call them subscribers). Import your list to get started. learn more

- Create and send a campaign
  Campaigns are emails sent to subscribers in a list. Try your hand at email design by creating and sending a test campaign. learn more

- Start building your audience
  Signup forms let people subscribe to your list. When you create a list we'll automatically build a signup form to customize for your website, Facebook, iPad and more. learn more

- Invite your colleagues
  Every MailChimp account can have multiple users, collaborating together to build campaigns, manage lists and analyze reports. Invite other people to join your account. learn more
Create an electronic copy of your signature

Sign and fax or efile your documents without ever printing them.

See the tutorial
https://www.youtube.com/watch?v=sBrfsVMN0GI
Digitally Sign to Secure Acrobat

MONTHLY PROFIT & LOSS STATEMENT
For Use By Businesses Operating Under Chapter 13
For Period Ending August 31, 2008
(Do not include expenses that are listed on Schedule J of your Bankruptcy Schedules)

INCOME
1. Gross Receipts or Sales
2. Cost of Goods Sold
   a. Materials & Supplies
   b. Labor Costs
      (Do not include wages)
   c. Other
3. Gross Profit (subtract line 2 from line 1)
4. Other Income
   Describe

TOTALS

Adobe Acrobat
This document has been signed and cannot be edited.
OK
Accidentally Close 25 Tabs?

Remember CTRL+SHIFT+T
Bookmark All Open Tabs
Social Media Search Engines

Google Social Search
Top Social Networks Search Results Dashboard

Phrase search ("""")

By putting double quotes around a set of words, you are telling Google Social Search to consider the exact words in that exact order without any change. For example, search

“Free Competitions UK”

will find only pages where this exact phrase is shared.

Terms you want to exclude (-)

Attaching a minus sign immediately before a word indicates that you do not want pages that contain this word to appear in your results. The minus sign should appear immediately before the word and should be preceded with a space. For example, query

Online Competitions Winners -USA

will exclude all references with "USA" word from the search results.

The OR operator

Google Social Search's default behavior is to consider all the words in a search. If you want to specifically allow either one of several words, you can use the OR operator (note that you have to type ‘OR’ in ALL CAPS). For example, query

Competitions OR Compers News

will give you results about either one of these words.
Three Tech Tools to Help Your Law Firm Hire the Right People

The employment process can be a grueling experience, often requiring avalanche-like efforts for the hiring managers and HR departments to review hundreds of resumes to find the perfect fit. Failure to hire the right employee can be costly when one considers the waste of time, energy, training and disciplining the bad hire, disputing unemployment claims, and termination suits.

Fortunately, technology makes it easier than ever to vet potential employees.
Is Your Website Responsive?
Today’s lawyers face an array of electronic information tools. We’ve moved beyond the basics to a universe of information now available on the Internet. But what’s needed to cope with that information is an understanding of strengths and limitations, of realities and myths, and a recognition that both today and for the foreseeable future lawyers will exist with a multiplicity of tools, conventional print, and web-based resources. The information that lawyers will need is not always available free of charge. Understanding where to spend your dollars on research and information is critical.

LEGAL RESEARCH ON THE ‘NET
When using the Internet to conduct free legal research it is best to use focused legal research sites to start the project. Even then, the user must be aware of accuracy, authority, and whether the resource is up-to-date. Some of the best online legal research resources provide pathfinders or bibliographies to help the research get started. Always remember the mnemonic from the American
Add Social Links to Your Signature Block

Catherine Reach
Director, LPMT, The Chicago Bar Association
312 554 2070 | csandersreach@chicagobar.org |
lpmt.chicagobar.org | 321 S Plymouth Court

LinkedIn
Twitter

IMPORTANT: The contents of this email and any attachments are confidential. They are intended for the named recipient(s) only. If you have received this email by mistake, please notify the sender immediately and do not disclose the contents to anyone or make copies thereof.

Want your own free email signature like this? CLICK HERE!

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The Chicago Bar Association
321 South Plymouth Court
Chicago, IL 60604

Phone: 312-554-2070
Csandersreach@chicagobar.org

www.chicagobar.org/lpmt
Follow me @catherinereach
www.linkedin.com/in/catherinereach
## Hootsuite

**Schedule. Manage. Measure.**
Get the world's #1 platform for managing social media.

<table>
<thead>
<tr>
<th>Plans &amp; Pricing</th>
<th>Free</th>
<th>Pro — 30 day free trial —</th>
<th>Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Profiles</td>
<td>Up to 3</td>
<td>50 included*</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Enhanced Analytics Reports</td>
<td>Basic</td>
<td>1 included*</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Message Scheduling</td>
<td>Basic</td>
<td>Advanced</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Team Members</td>
<td>None</td>
<td>1 included*</td>
<td>Up to 500,000</td>
</tr>
<tr>
<td>Campaigns</td>
<td>2 included</td>
<td>2 included, up to 8</td>
<td>Up to 18*</td>
</tr>
<tr>
<td>App Integrations</td>
<td>Basic</td>
<td>Basic</td>
<td>Unlimited</td>
</tr>
<tr>
<td>RSS</td>
<td>Up to 2</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

* Plans are subject to change. See [Hootsuite](https://hootsuite.com) for more information.

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**Current Plan**

**Start Your 30-Day Free Trial**

**Get Started Now**
Portable Charger/Power Bank

- **powerstation USB-C XXL**
  - Newest MacBooks and devices with USB-C or USB-A connectors
  - 3 COLORS
  - $149.95

- **powerstation XL**
  - Smartphones, Tablets & USB Devices
  - 2 COLORS
  - $69.95

- **powerstation plus XL**
  - Smartphones, Tablets & USB Devices
  - 2 COLORS
  - $99.95

- **charge force powerstation**
  - mophie charge force cases, iPhone X, iPhone 8, iPhone 8 Plus & other wireless-charging smartphones
  - 3 COLORS
  - $99.95
Bonus Tip: Free How To... LPMT Videos for Your Members!

https://lpmt.chicagobar.org
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