



THE CORONAVIRUS OUTBREAK IS A REFERENDUM ON  
VIRTUAL PRACTICE:  
HOW QUICKLY CAN YOUR LAW FIRM GET UP TO SPEED?

**I'M NOT A DOCTOR, BUT—**



**I MEAN... I'M DEFINITELY A  
DOCTOR. YUP.**



I got hand sanitizer down here...

THIS IS OUT.



SO'S THIS.



AND THIS.





YOU RELY ON  
IN-PERSON  
NETWORKING AND  
REFERRAL  
MARKETING TO DRIVE  
BUSINESS.

WHAT HAPPENS  
WHEN YOU CAN'T  
ANYMORE?

# Content Marketing

- It is what it is.
- Its effect on search.
- How it's very similar to referral marketing – niche expertise.
- How it's better than referral marketing – how clients find lawyers now.
- What can you do this week?
  - Create a blog.
  - Write 3 content pieces.
  - Add your list to an email marketing program.



# Intake System

- Most law firms don't have an intake system.
- So, create a frictionless one.
- Talk to clients about: the legal process, total cost of engagement.
- Build calls to action.
- What can you do this week?
  - Make sure your existing intake forms work.
  - Adopt a CRM.
  - Add your next new client without a face-to-face meeting.

# Conversion + Payment

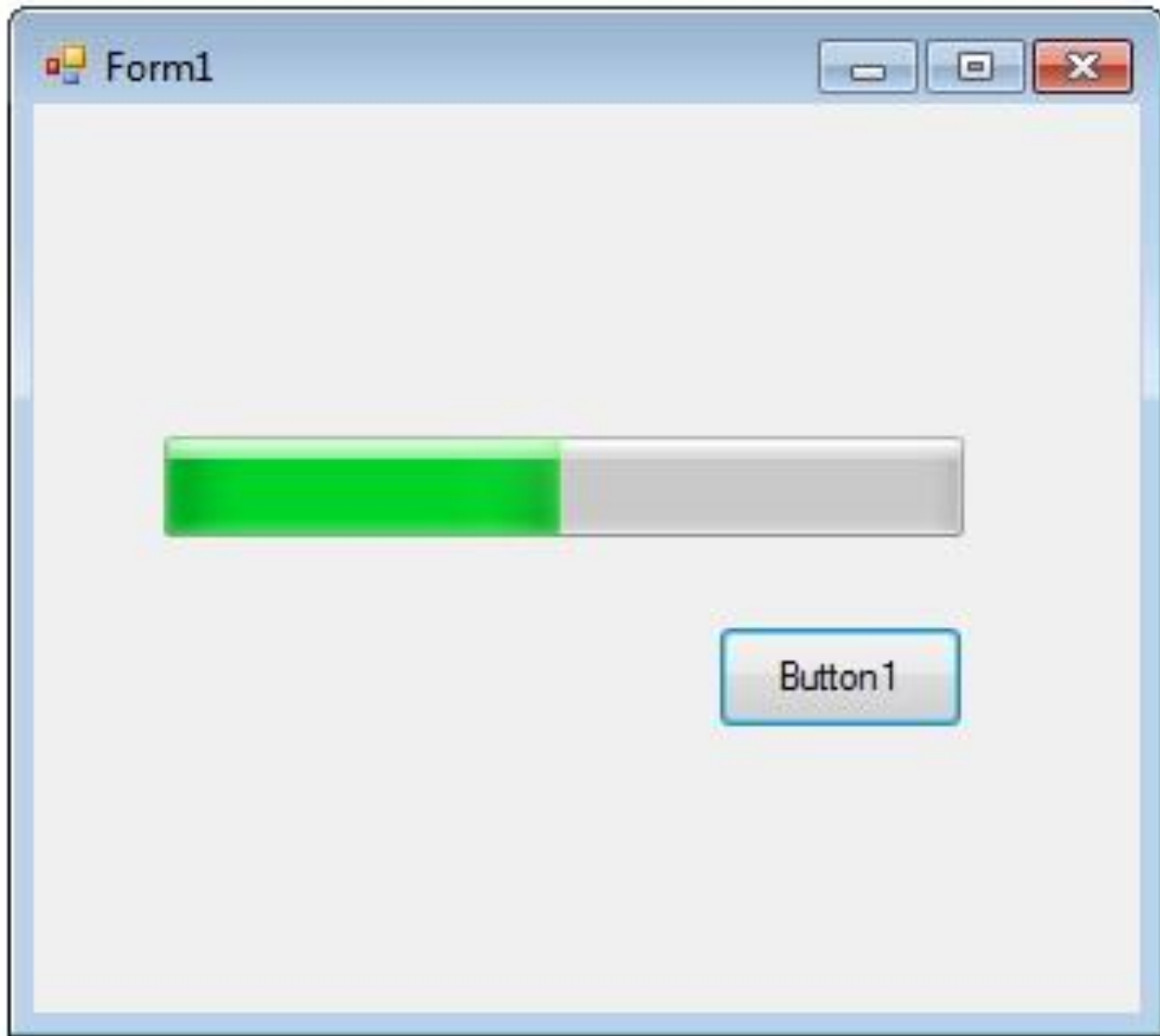
- When meetings move online, you need to authenticate identity.
- When meetings move online, you need electronic signatures.
- When you can't take a check, you need epayments.
- When you don't convert, you need to non-engage.
- What can you do this week?
  - Test Zoom.
  - Buy an electronic signature tool.
  - Select an epayment provider.

# Social Media

- Isolation is a problem for lawyers, which will become exacerbated now. Don't practice social distance from social media.
- Create/use accounts on the major channels.
- Disseminate content – omnichannel marketing.
- Build broader referral relationships.
- What can you do this week?
  - Add one new social media account (personal or business).
  - Schedule 3 posts.
  - Make one new referral contact.

OFFICE  
SERVERS  
WON'T  
HELP.





REMOTE  
ACCESS  
IS  
LIMITED.

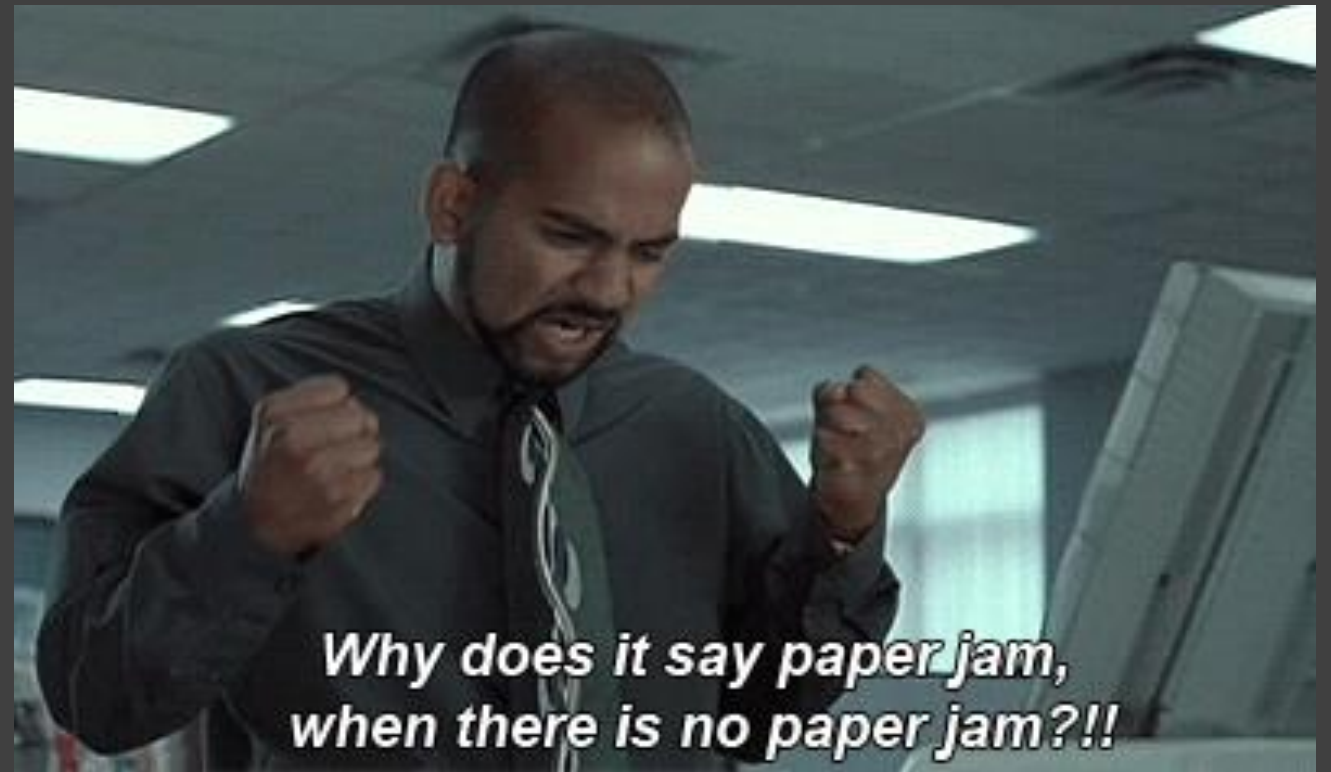


**YOU'RE ONE BAD TEXT AWAY  
FROM GETTIN' BLOCKED.**

**- YES, BUT ONE GOOD TEXT AWAY  
FROM A HIGH FIVE.**

HOW DO YOU  
SHARE  
INFORMATION?

DON'T  
EVEN  
START  
WITH THE  
PAPER.



*Why does it say paper jam,  
when there is no paper jam?!!*



YOU RELY ON  
BEING IN THE OFFICE  
TO GET WORK DONE.

WHAT HAPPENS  
WHEN YOU CAN'T  
GET INTO THE  
OFFICE ANYMORE?



# The Cloud

- One more time: What is it?
- One more time: Yes, it's past time to get on board.
- Get rid of all your hardware when it reaches the end of its useful life. (Except: computers, tablets, smartphones, backup drives.)
- Work from anywhere; but, secure your internet connection.
- What can you do this week?
  - Buy a cloud-based productivity software.
  - Upload your current client file folders to an online drive.
  - Log in from home using only a web browser.

# File Management

- Law firms traffic in email + documents, both of which must be available on the cloud.
- So, get paperless.
- Law practice management software = hub.
- Utilize client portals.
- What can you do this week?
  - Buy the best scanner on the market.
  - Create a paperless workflow, including basic naming conventions.
  - Demo 2 law practice management software systems.

# Data Security

- Lawyers have tended to avoid the cloud because they are wary of data security.
- All states answering the question say it's okay.
- Get 'reasonably' secure.
- Understand your password and encryption options.
- What can you do this week?
  - Encrypt a document via two different methods.
  - Add a second factor of authentication to your email account.
  - Share a document with a client or colleague via a secure method.

# Efficiency

- Efficiency, more than any other factor, drives law firm revenue.
- What's your utilization rate? Industry average = 29%.
- Every technology choice you make should be about increasing efficiency
- Automate before you hire/instead of hiring.
- What can you do this week?
  - Mandate time tracking for all work-related tasks.
  - Create revenue goals for individuals.
  - Automate one part of one process.



STAY  
SAFE OUT  
THERE.



Ask Me Anything

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