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You can always read, download and sign up for our newsletter at www.FWMnewsletter.com

WELCOME TO THE FAMILY!

We've recently launched two new sites within the Tax Help Legal Network—a consortium of local, licensed tax lawyers in a growing number of locales throughout the U.S.—which was founded by Travis Watkins of The Law Offices of Travis W. Watkins, P.C.



First, we are pleased to announce the launch of the Razorback Tax Law website! As you can probably guess, John Weaver is based in Arkansas, home to the Arkansas Razorbacks. Check out www.razorbacktaxes.com to see John's new site.



We also welcome The Law Offices of Jordan F. Wilcox, P.C. Jordan Wilcox says he has a "passion for taxes," which is not something we hear often, and we commend him for it! Check out Jordan's new site at www.taxhelpok.com, and keep your eyes open for more from the Tax Help Legal Network!

Are you interested in learning more about the Tax Help Legal Network? If so, contact Travis Watkins at 405.607.1192 or visit www.taxhelpok.com.



by Buster Tate, COO of Foster Web Marketing

The Business of Running a Business: *Part Two*

"If you don't know where you are going, any road will take you there."
—Lewis Carroll (Alice in Wonderland)

Do you have a plan for your business, or do you get up every morning and see what the day brings? Many solo and small law firm attorneys get overwhelmed with the day-to-day responsibilities of managing a firm, marketing for business and practicing law. When someone mentions the idea of strategic planning, the already stressed attorneys will often dismiss the concept as something nice to do when they have more time, as opposed to a critical element of operating a successful business.

There are a plethora of consultants, business books, and online courses with varying methodologies to implement a strategic planning process. There is no single best method of planning. The offerings range from the rudimentary to the complex; however, the mere act of articulating your assessments and goals—regardless of methodology—will **significantly** increase the probability that you will be successful. You can complete a strategic planning process on your own by doing a little research, taking a class or hiring a consultant. The most important thing is to get it done.

To break down strategic planning into its simplest form, it consists of 3 primary tasks:

- 1 Assessment of your current business operations.** Conduct an analysis of the firm's Strengths, Weaknesses, Opportunities, and Threats (SWOT) at a macro level and by individual function (e.g., firm business metrics, assessment of the market for each practice area, intake process, billing, marketing, client relations, etc.).

If you are a solo or small firm, you will already know where you are strong and what is not working without deep investigation because you live it every day. However, going through the effort to write it down by function and answering the SWOT questions will give you surprising clarity and help you prioritize what needs to be addressed in what order. Larger firms will get the same benefit but will need to "Trust but Verify" that what you believe is true is supported by quantifiable facts.
- 2 Articulating your goals.** Define success and/or an ideal status/industry best practice for each of the areas you reviewed in your SWOT analysis.
- 3 Conducting a gap analysis.** Identify the gaps between your current business operations and where you want to be, and establish a step-by-step plan to close them.

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Are You Leaving Your Clients Open to a Viral Attack?

by Tom Foster, Founder and CEO at Foster Web Marketing

In your line of work, confidentiality is a way of life. However, any data stored on your laptop or in the cloud is at risk from new malware threats.

Recently, a laptop that was used at a law firm became infected with malware. This vicious code encrypted all of the files on the laptop's hard drive, as well as the firm's backup files stored in the cloud. What does this mean? **It means that the firm could not access any of their files—or their backups—without paying a ransom to the hackers.** Yes, you read that right; they had to pay just to get their own files back! There was nothing our IT department or law enforcement could do.

How could this have been prevented? What this firm needed—and what YOU need—was robust anti-virus and anti-malware software

installed on EVERY computer that was connected to their firm's network.

All it takes is clicking on a bad link, opening a shady link sent in an email, or visiting an infected website.

Consider these facts:

- 25 percent of computers are *not* protected at all from viruses and malware.
- 30 percent of all computers in the United States are currently infected with malware.
- Computers with only anti-virus software

(without anti-malware applications) are five times as likely to become infected.

- This isn't a Windows PC-only issue. As Apple products gain market share, hackers are increasingly finding ways to exploit these devices as well.
- Free versions of anti-virus and anti-malware applications (yes, even if you update them regularly) are *not* enough to fully protect your computers.

All it takes is clicking on a bad link, opening a shady link sent in an email, or visiting an infected website. It simply isn't worth the risk. 🌐



Resolve to install robust, paid anti-virus and anti-malware software on all of your law firm's computers immediately. See the FAQ in this newsletter for some great resources, and visit our website for more information: bit.ly/1zXtS24



DYNAMIC SELF-SYNDICATION



Please read more about these and other new DSS features in our DSS Release Notes—right in DSS! And follow us on Facebook and Twitter for more updates.



[Facebook.com/DynamicSelfSyndication](https://www.facebook.com/DynamicSelfSyndication)



[Twitter.com/FWM_DSS](https://twitter.com/FWM_DSS)



Our DSS Team: Chris, Yung, and Shannon

WHAT'S NEW IN DSS?

DSS includes many unique features, one of which is the "Service Areas" section (also known as practice areas). Did you know that when you add a new practice area to DSS, a category for that practice area is automatically created within each content type (i.e., News, FAQ, Library, Blog, Case Results, Testimonials, Videos, and Offers)?

This ensures that all relevant content you write for a given practice area is grouped together on your website, making for a great user experience.

Now, when practice area categories are created for each content type, DSS copies the headline, page title, and meta description from the main content overview page to the practice-area specific content overview page.

If you create a new practice area for motorcycle accidents, DSS will automatically create a category for motorcycle accidents within each of those content sections. However, the summary (overview) page for each new category will have the same headline, page title and meta description as the main content section.

This isn't a big deal, but some website grading tools will flag these summary pages as having duplicate meta information. However, NEW in DSS is the ability to add custom headlines, page titles and meta descriptions for each new content type category!

Need help with this? Call Karen and Kyle in Customer Service at 866-448-8999!

Advanced Options! Click this box to access the advanced options on this page.

You can now edit the default Practice Area Category meta information for each type of content by clicking this new box at the very bottom of your Practice Area page in DSS!

NEW Extended Customer Service hours from 9 a.m.-8 p.m. EST, beginning August 4, 2014!



Scott Grossman
The Grossman Law Firm

From Radio Fan to Radio Star: How One Attorney Captured the Attention of the Local Media and Landed a Spot on a Popular Talk Radio Show

by Tom Foster, Founder and CEO at Foster Web Marketing

What do you do during your commute home? Listen to a book? Rock out to some killer tunes? Perhaps you should take a break from your normal commute routine and do what long-time Foster Web Marketing client Scott Grossman does: listen to your local talk-radio show.

The probate and trust litigation attorney was driving home after a long day at the office, listening to a popular station in Southern California, KFI AM 640, when he heard something that made him crank up the volume and take notice.

The topic at hand was Donald Sterling and the California probate trial he's in the midst of. This is a subject that Scott knows an awful lot about, so he was concerned that the radio hosts were making serious errors in their assessment of the situation.

"The hosts, they were just getting it wrong. Not their opinions, but the laws that affect the Sterling case. They were just wrong. Not even close!" said Scott.

When used in the right way, this type of media connection can help catapult an attorney to local stardom—an expert that newscasters think of and call upon when they need an expert to interview.

As a fan of the show, Grossman was familiar with one particular newscaster, Shannon Farren. He respected her style and knew her to be a stickler for details, so he decided to shoot her an email to alert her to the mistakes the evening radio hosts were making. To his surprise, the three-sentence email he sent her received an almost immediate response. Shannon replied that she would love to have him on the show in just a few days' time to help set the record straight.

Wisely, Grossman accepted the offer and, that very Sunday, he got the opportunity to speak his mind about the case. As it turns out, he did an excellent job on the radio, explaining what could be a complex case in terms the audience could understand—and perhaps gaining a fan or two in the process.

"Shannon emailed me after the interview and said that I was 'the most interesting probate attorney' she'd ever met," laughed Scott. "I don't know how many probate attorneys she knows, but I'll take a compliment where I can get one!"

Scott makes light of this compliment, but I know better than to discount it. When used in the right way, this type of media connection can help catapult an attorney to local stardom—an expert that newscasters think of and call upon when they need an expert to interview. Let this be a lesson to you on how to leverage local media to your advantage! 🌟

WHAT TO DO ONCE YOU'VE RECEIVED MEDIA COVERAGE:

- First and foremost, add the TV or radio person's contact information to your media list. (You HAVE a media list, right?) Use their info sparingly going forward, and only contact them again if you have something really useful for them.
- Ask the TV or radio station for a copy of the clip where you appeared, and make sure you have permission to post it to your website.
- Create content about your media coverage, like a detailed blog post.
- Upload the video or audio file to your site, and link to it in other content.
- Share the story (and link) on social media and in your newsletter.
- **Bonus tip:** If the media outlet has a Facebook page, tag them in your Facebook post. This ensures that THEIR visitors will see the content, too!



FREE TIP

Check out our five-step "Get Me Noticed Plan" for attorneys who are ready to put themselves out there in both local and national media outlets: bit.ly/1oYH6UJ.



Toby Crandall, IT Director
at Foster Web Marketing

Q: What can I do to protect myself and my clients from malware?

A: To protect all the computers that connect to your office network (including computers used by your staff while working at home), you'll need to shell out some cash. We absolutely recommend the paid version of these products, as the free versions lack the features necessary for full protection.

- **Spybot:** This malware company provides not only anti-virus protection, but also the following security features: scans for iPhone apps, scans and fixes for malware, live protection, Internet protection, immunization, protected repair environment, boot CD creator, notifications, and even a "secure shredder" that completely wipes out files and malware.
- **Malwarebytes:** We use this one for computers that are used by all FWM employees and contractors—and for good reason. Malwarebytes offers anti-malware for mobile devices, laptops and desktops; anti-exploit; secure backup; remediation tool; anti-rootkit; and FileASSASSIN.
- **Emsisoft HiJack:** A powerful system-analysis tool, this program is designed to search and destroy all HiJackers, Spyware, Adware, Trojans, and Worms.

We have no affiliation with any of these companies, so it doesn't matter which product you get, as long as you get one of them!

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The Business of Running a Business: Part Two



The most common point of failure in a strategic plan is the execution. Once you know what you need to do, you must stay focused on your goals. To maintain positive momentum, you should use your strategic plan as a benchmark by which every decision you make is to be measured. Every purchase, hire, contract, or process change should be preceded by the question, "If I do this, how will it help me achieve my goals?" If you can't answer "How it will help?" don't do it. 🌐

Next time, in "The Business of Running a Business: Part Three," we will discuss the operational elements of a well-reasoned business model.



Buster Tate will be the keynote speaker at the Foster Web Marketing Boot Camp on **Sunday, October 26, 2014**. You can listen him speak, and get more practical, no-nonsense advice on successfully marketing your law firm for **only \$399** if you register by August 31. To sign up or learn more, go to www.FWMBootCamp.com.



Why We Listen to Buster Tate When He Talks About Business...

Buster Tate, the Chief Operating Officer at Foster Web Marketing, has a deep and diverse business development and operational background. Before joining us, Buster had a 32-year distinguished career with the Department of Defense, developing commercial businesses on military installations in order to support military personnel and their families.

His entrepreneurial skills propelled him through the civilian ranks and into the Pentagon, where he became the Director of Personnel Readiness for the Department of the Navy, with policy oversight for all Navy and Marine Corps business operations worldwide, generating revenue of approximately \$3.2 billion annually.

Following the initial military action in Iraq, the State Department created Provincial Reconstruction Teams to assist the Iraqi government in reestablishing provincial and municipal services. Buster was recruited to develop and implement the economic and business recovery plans. He served two one-year tours—one in Baghdad and one in the Anbar Province—embedded with the Second Marine Expeditionary Force.

The business models he developed and implemented in the Anbar Province are now part of military doctrine and will be used by future Civilian Expeditionary teams for stabilization/reconstruction and counterinsurgency efforts in post-conflict countries. 🌐



Check out Buster's bio for more! bit.ly/UBJpZ8