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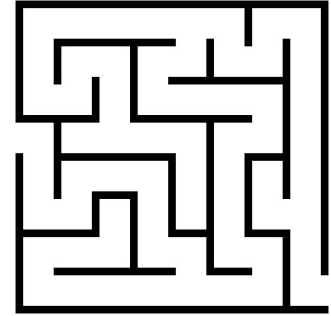
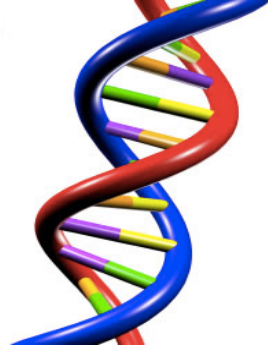
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- People with the same name
 - Musician, criminal, politician, other lawyers
- Empty lawyer directories
- Mediocre “review” sites
- Embarrassing photos
- Other garbage

What's on the Internet is there forever

- “The lack of a delete button on the Internet is a significant issue.”
 - Eric Schmidt, Google CEO
- Can't delete negative information
- So make it “*invisible*”
 - Push it down to page 2-3
 - 90% of search traffic is on first page
 - 99.3% in first two pages
 - Add *positive* entries to the top

Two types of Internet searches

- Organic search
 - “I need a trademark lawyer in Panama who represents biochemical companies.”
 - Getting found on Google
 - Search-engine optimization (SEO)
- Secondary reference
 - “I’ve heard good things about Juan Vanrell. I want to learn more about him.”



“You are Whoever Google Says You Are.”

- “You are Whoever Google Says You Are.”
 - *Chief Executive* magazine
- You have two choices:
 - Define *yourself* via social media tools
 - Tell your story
 - Let Google (directories, luck, negatives) do it for you
- Reputation management

GOOGLING YOURSELF

Googling Yourself

- “Why You Should Google Yourself and Not Feel Guilty About It.”
 - *Fast Company*, 4/13/14
- “Curation is being aware of how you’re perceived.
- “You want your image to be consistent and what comes up at the top of a search to match that.
- “So, go ahead and Google yourself. *Now.*”
- Use a fresh computer
 - Avoid Google bias

Telling your story online

Whom do you want writing on *your* bathroom wall?

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Whom do you want writing on *your* bathroom wall?

Who has *your* best interest at heart?

Telling your story online

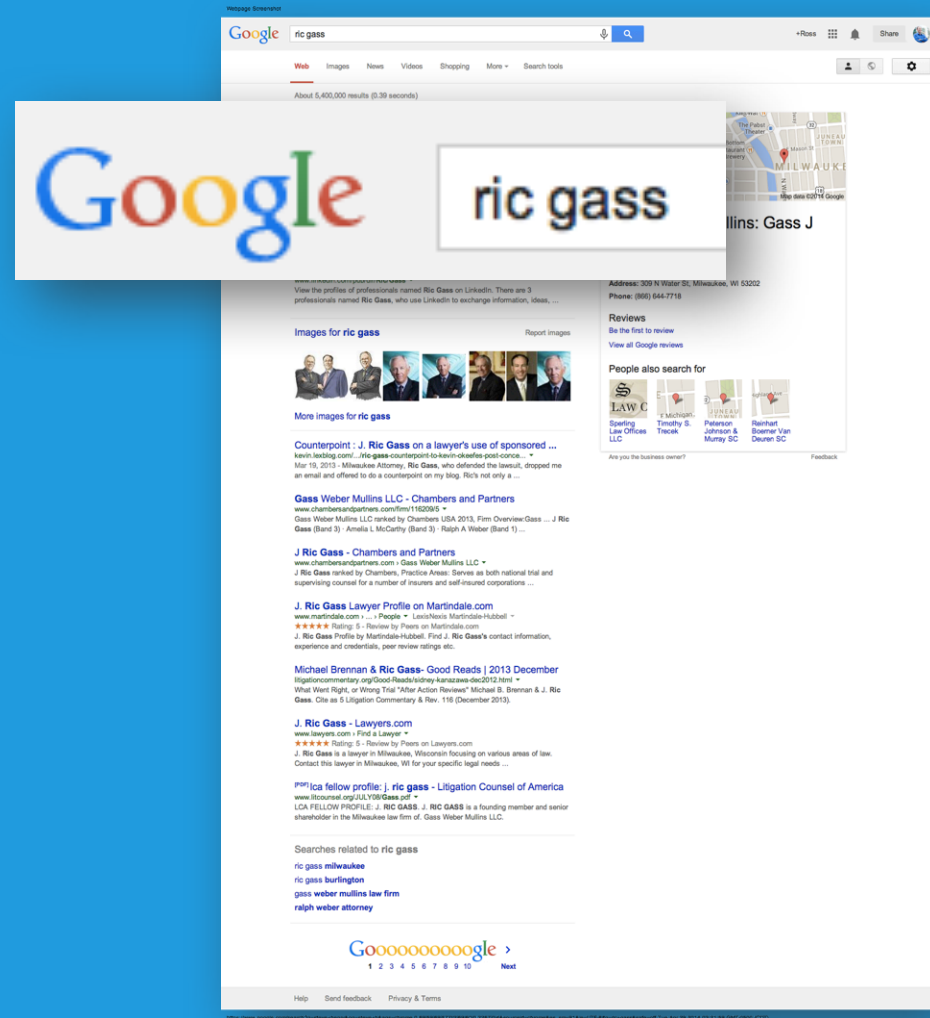
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Who has *your* best interest at heart?



Telling your story online

- *Own* your reputation
- Be proactive
 - Tool by tool
- Some info already exists;
create the rest
- How hard is it?
 - Let's see...



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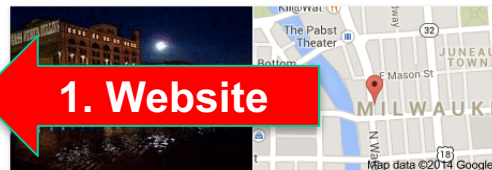
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Michael Brennan & Ric Gass- Good Reads | 2013 December

litigationcommentary.org/Good-Reads/sidney-kanazawa-dec2012.html ▼

What Went Right, or Wrong Trial "After Action Reviews" Michael B. Brennan & J. Ric Gass. Cite as 5 Litigation Commentary & Rev. 116 (December 2013).

9. Article

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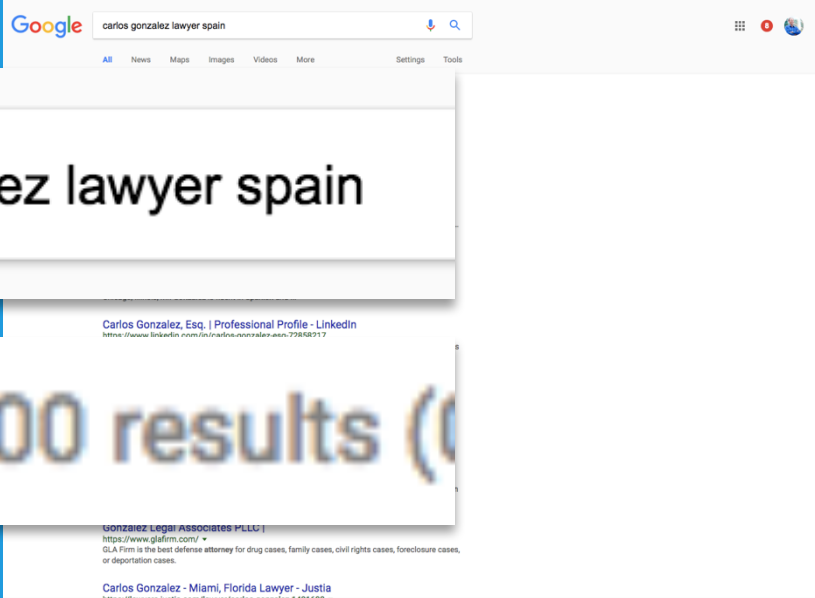
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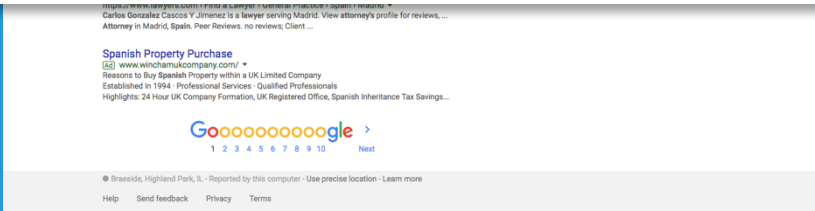
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... is was Nipo (Letter of a Father to His Children) Mexico: Imp. de Valdes, 1816) ... BIBLIOGRAPHY:
Carlos Gonzalez Pena, History of Mexican Literature, ... FERNANDEZ MacGregor, Genaro (1883-
1959), lawyer, educator, journalist, and novelist. ... He was also attracted to teaching and thus taught
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International & National Foreign TM: Services include advising on trade mark filing strategy; prosecution, monitoring and defending trade mark rights, licensing and assistance in settlement agreements, providing strategic advice relating to multi-national portfolios and interactions between jurisdictions.

Patents: The combined know-how and experience of the firm's legal and technical departments allow the state of the art to be analysed and the best possible protection strategy to be designed. Abril Abogados' clients in this area include both private and public enterprises engaged in research and development in such highly specialised sectors as biotechnology, software and hardware, electronics, etc. The firm assists innovators in the drafting and prosecution of patents at both national and international level, as well as in patentability search reports, novelty, prior art and infringement actions and assistance in litigation proceedings. It also has valuable expertise in commercial viability (PTC), expert reports due diligence studies and in-depth evaluation of patents portfolios and in resolving disputes through amicable resolution or through litigation.

Law Surname: The firm has built up a multidisciplinary team made of lawyers, attorneys and engineers specialised in biotechnology, pharmacy and foodscience able to provide our clients with a complete protection/assessment service at the different stages of the innovation process. The firm's technical and chemical engineers have significant experience in participating in results as expert witnesses, and for inventors regularly handle litigation matters in the science subjects, i.e. patents.

Copyright / Media: The client base in this area is quite varied, ranging from individuals, such as authors, artists and composers, to music groups, Internet companies, software programmers, publishers, producers, advertising agents, media, etc. Routine tasks in this practice area may range

Established in the year 2001, Abril Abogados was soon to become a prominent professional law firm with a strong reputation providing legal and registration services in the field of industrial and intellectual property law. Based on the founders' market experience and expertise acquired after years of work and training in this area, Abril Abogados has become one of the fastest-growing firms in the Spanish legal sector. The firm's team has currently over 40 people working from five offices based in the major Spanish cities. Abril Abogados' broad expertise as agents and attorneys at law entails the best service to clients, endeavoring at all times to achieve maximum protection and results in the most cost-effective manner..

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**DEVELOPING CONTENT:
RE-USE, RE-MAKE, REPURPOSE**

You Give a Speech...

- *Developing* it is hard
 - *Re-using it* is easy
- Old model:
 - Speak, leave
- New model:
 - Cut it up and spread it across the internet

Repurpose the Speech

1. Videotape it

- Cut it up, edit it
- Create YouTube channel
- Vimeo.com



Repurpose the Speech

1. Videotape it

- Cut it up, edit it
- Create YouTube channel
- Vimeo.com

2. Audiotape it

- Edit it into audio podcasts

3. Transcribe it

- 10 articles, 20 blog posts, 50 tweets...

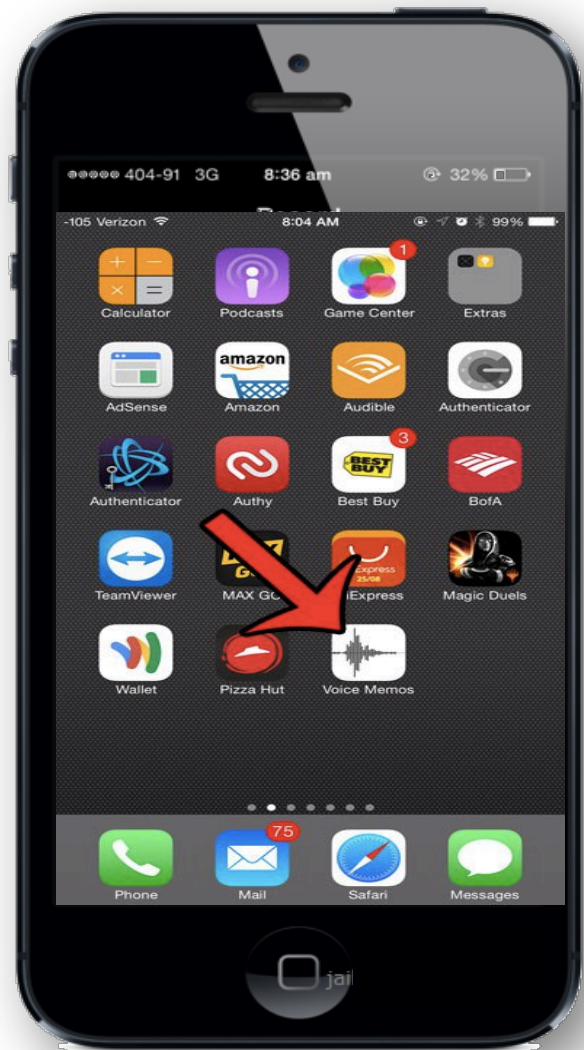


Repurpose the Speech

- Slideshare.net
 - PPT slides
 - Videos
 - .Pdfs
- Distribution Platforms
 - JD Supra
 - National Law Review
 - Lexology
 - Mondaq

Get Dragon or Other App

- Too busy to write an article?
 - Simple 500-word article?
 - You speak @ 150 words/min
- What topic?
 - Decide *today*
- *Tonight*, while changing
 - Turn on Voice Recorder
 - TALK
 - Forward to Secretary



Get Dragon or Other App

- Voice recognition
- Talk and it types
- Google Docs does this too



GOOGLE SEARCHES

What does Google like?

- Your website
- LinkedIn profiles
- Google+ profiles
- YouTube videos
- Twitter
- Facebook
- Wikipedia
- Blogs
- Media mentions
- Bylined articles
- Photo sites
 - Picasa, Flickr
- Slideshare.net
 - PPT slides, .pdfs, videos
- Directories
 - Yellow Pages, Manta
- Review sites
 - Yelp, Merchant Circle
- Q&A sites
 - E.g. Quora
- Distribution platforms
 - JD Supra
 - National Law Review

WHAT *SHOULD* YOU DO?

So what should you do?

- Create the things that Google likes
 - Learn the rules, play the Google game
 - Googlebots select most relevant, 200+ factors
- Tell your story using the *important* tools
 - If Google's going to *use* them, *improve* them
- Create valuable, meaningful materials
 - Push the junk to pages 2 or 3
 - The more you create, the better your chances

Create “Marketing Monday”

- *Every Monday* spend your lunch hour online, filling out another marketing tool
 - Consistently, regularly, systematically over time
 - New tool every week
- Start with the short, easy, powerful ones
- Don't need many

COMPARE...

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The CEO of **Fishman Marketing**, **Ross** has been called "one of the country's leading experts on law firm marketing" by Lawyers Weekly USA. His positioning and ...

Website

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www.rossfishman.com/ ▾

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FISHMAN
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How many firms use two-sided business cards?

How many firms use two-sided cards? In the course of rebranding projects, we occasionally recommend redesigning the firm's logo, which means developing new stationery as well. We typically suggest printing on both sides of the business cards to convey the firm's information, perhaps the tag line or website URL. Other times it's a list of [Read more >>](#)



The Best ACC Conference Giveaways. Part One.

The Best ACC Conference Giveaways. Part One. I was speaking at a Meritas conference a little while ago, which was timed to coincide with the Association of Corporate Counsel (ACC) annual conference. We'd designed Meritas's new booth, so we went to see it in action. Here's the backdrop: I like to wander Exhibit Halls to [Read more >>](#)



"If clients hire lawyers, why market The Firm?"

"If clients hire lawyers, why market The Firm?" We get this question a lot. It's a completely legitimate and understandable question. And the old McGraw-Hill ad posted below answers it beautifully. The ad is aimed at print advertising specifically, but it applies equally to other awareness-enhancing marketing tools like websites, social media, etc. The ad [Read more >>](#)

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Current	Fishman Marketing, Inc.
Previous	Ungaretti & Harris, Winston & Strawn, Schwartz & Freeman
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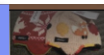


Summary

Full-service marketing firm specializing in websites, branding, and differentiation strategies for law firms and professional-services organizations. Fishman Marketing helps firms dominate their markets and generate millions of dollars in additional revenue.

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Ross Fishman

Mar 19, 2014 - A speech that's "good enough" isn't good enough. In the 1990s I was a Marketing Director and Marketing Partner at a couple different law firms. We did some pretty ...

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Ross is the Chief Exceleration Officer of **Ross Fishman Marketing, Inc.**,.

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Ross H. Fishman, Esq.

Ross is the Chief Exceleration Officer of Ross Fishman Marketing, Inc., helping law firms and legal industry companies in strategic marketing planning; branding, differentiation and positioning; practice group marketing; and the development of the related collateral materials -- from advertising and brochures to web sites. He also has conducted award-winning firm retreats and marketing training programs on five continents.

Ross was a commercial litigator from 1985-90 before moving to Winston & Strawn to practice marketing full-time. In 1994, he left to become Marketing Partner of Ungaretti & Harris where they launched the legal profession's first Written Service Guarantee.

Called a "branding guru" (jdb bliss.com), Ross Fishman Marketing has built brands for upwards of 300 law firms and has worked with many of the nation's largest but specializes in representing the aggressive 30-to market more creatively. This niche has led to more than a dozen award-winning marketing programs ranging from BugLaw and GayLaw to The Lettuce Lawyers. His campaigns have received the LMA's grand prize, the optional "Best of Show" award *four* of the eight times it has been presented in the past 15 years, as well as a peer-selected LMA "Lifetime Achievement" Award in 1998.

"Ross is a litigator-turned-marketer whose company offers branding services and ideas to law firms."
- The New York Times

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Here's our "Law Firm Website of The Day" goo.gl/8sP6ZP #lawfirms

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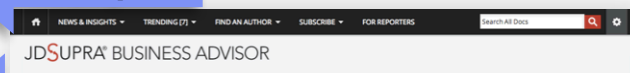
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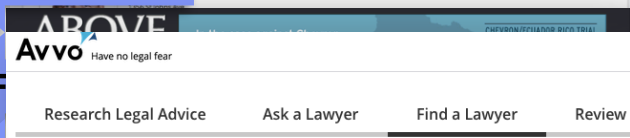
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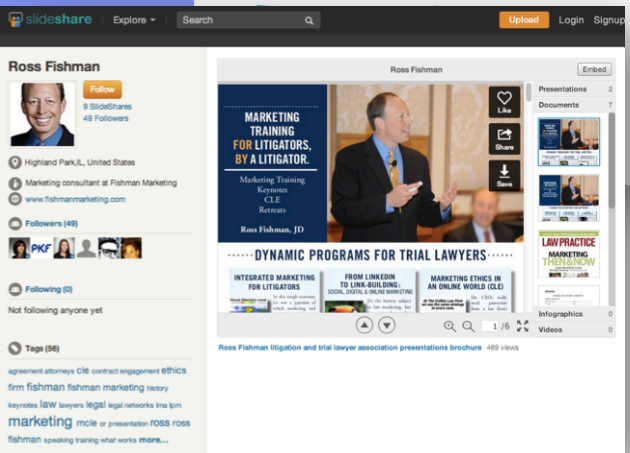


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by Ross Fishman - in 270 Google+ circles

Called "one of the country's leading experts on law firm marketing," and "a marketing

The screenshot shows the 'Law Firm Speakers' website. The header includes a navigation bar with links: TOPICS - Law Firm Retreat Speakers, Training, Keynotes, and CLE; REVIEWS - Testimonials; Ross Fishman Bio; Law Firm Retreats FAQs; Forms and Checklists; Resources and Discounts; and EXPERT WITNESS - Law Firm Marketing and Management. The main content area features a video player for 'FLINCHING' and a detailed bio of Ross Fishman. The bio describes him as a 'Powerful and Effective Law Firm Retreats, CLE and Ethics Presentations, and Marketing Training Programs' speaker. It mentions his experience as 'one of the country's leading experts on law firm marketing' and 'a marketing guru'. The page also includes testimonials and a list of speaking topics.


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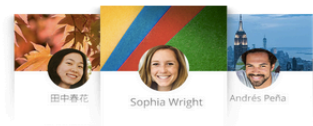
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Switch between devices, and pick up wherever you left off.



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Those Stupid Superlative Lawyer Lists - Attorney at Work




+1





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How cool! I found a @ToynbeeTiles at 42nd and 3rd in New York!



8/9/17
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- Profile
- People
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- Communities
- Profile
- People
- Notifications

- Settings
- Report an issue
- Help



Ross Fishman · Public



Conducting law marketing training in Tel Aviv, Israel.

Last week, I had the honor and privilege to speak in Tel Aviv on marketing and networking to the partners at Israel's largest firm, Herzog, Fox & Ne'eman. HFN is a great firm and they have a beautiful conference space.

Thank you very much to the terrific Shiri Elgavish!



Ross Fishman · Public

11w

Offering Joint Networking Training to Your Firm AND Clients

A friend asked how she could encourage her firm to market more closely and effectively with their financial-institution clients.

My favorite way is offering joint marketing training. Banks like giving their young professionals professional-development training, and many banks, particularly the smaller ones, don't have the budget, opportunity, or critical mass of participants to offer this themselves. ...

Offering Joint Networking Training to Your Firm AND Clients | Fishman Marketing.



+1





Ross Fishman

Personal contact info



+1-847-432-3546

Home

8479217677

Mobile



rossfishman123@gmail.com



Highland Park, IL

Work contact info



+1-847.432.3546

Work



ross@fishmanmarketing.com



Highland Park, IL



Public



Your circles

Work history



Fishman Marketing, Inc.

Education



Emory University School of Law

J.D., 1982 - 1985

University of Illinois

Work history



Fishman Marketing, Inc.

Professional Services Marketing Consultant, 199...

Coffield Ungaretti & Harris

Marketing Partner, 1994 - 1997

Winston & Strawn

Marketing Director, 1990 - 1994

Pedersen & Houpt

Litigation Associate, 1985 - 1988

Schwartz & Freeman

Litigation Associate, 1988 - 1990



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Previously

Highland Park, IL



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Gender, birthday, and more



Gender

Male



Birthday

Sep 30



Emory University School of Law

J.D., 1982 - 1985

University of Illinois

B.A., Speech Communications, 1978 - 1982

University Of Colorado At Boulder

Semester at Sea, 1980



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Sites



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LMA Hall of Fame Induction Video

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Associate Marketing Checklist 2.0



History of Law Firm Marketing article

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Introduction

Called "one of the country's leading experts on the intersection of law and business"

Known for his "educational and entertaining presentations"

Ross was a commercial litigator from 1981 to 1986

Called "the creative mind behind a host of innovative marketing campaigns"

FM campaigns have received the 3,500+ "Most Creative" award

Recipient of a peer-selected LMA 1998 Lifetime Achievement Award



A Fellow of the College of Law Practice

A 1986 member of the federal Trial Bar








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 - Use strategic SEO keywords
 - Get a “Custom URL” (i.e. your name)
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- Link to resources, articles, etc. sitting all over the Internet
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USE HIGH-QUALITY
PHOTOGRAPHY

Photography

Think about your photos.

- What does this photo *really* say?





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The Sugarman Law Firm was founded in 1909 with a focus on litigation, zealously



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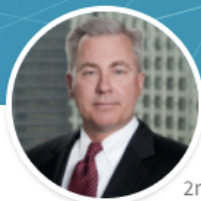
The Sugarman Law Firm was founded in 1909 with a focus on litigation, zealously



LINKEDIN PROFILES



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2nd

John Patton, Jr

President and Senior Partner at Patton & Ryan LLC

Patton & Ryan LLC • DePaul University College of Law

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Litigators talk about being accomplished trial lawyers, although fewer and fewer big-dollar cases actually go to trial. When they do, I defend a lot of them -- I start a 7 to 9-figure trial nearly every single month. Year round. Nationwide. And I win more than my share of them.

I've had a lot of epithets and invectives aimed my way, both by the media and opposing counsel, like "Fearless," or "The On-Call Trial Lawyer Who Saves Millions." Some aren't printable.

Basically, I defend multi-million dollar catastrophic-loss, personal-injury, and property-damage cases, non-stop, year round. I've tried major cases to juries in over 25 states, including some of the toughest, most plaintiff-friendly jurisdictions.

I prefer to handle a case from the beginning, where I can help plan a winning strategy. But just as often, an insurance company or international corporation will ask me to parachute in to try an eight- or nine-figure case just days or weeks before trial. Sometimes settlement negotiations have failed or a plaintiff's demand is simply unreasonable, and I can nudge them into a more-realistic position. But if not, my team and I get up to speed quickly and try the

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For example, we recently obtained a \$180 million reversal on appeal in a case where the plaintiffs might have been able to walk away with a seven- or eight-figure settlement. Instead some of Chicago's top PI lawyers gambled against us and lost it all. We want to be fair, but at Patton & Ryan we play to win.

able to walk away with a seven- or eight-figure settlement. Instead some of Chicago's top PI lawyers gambled against us and lost it all. We want to be fair, but at Patton & Ryan we play to win.

Experience



President and Senior Managing Partner

Patton & Ryan LLC

Jan 2004 – Present • 13 yrs 8 mos

Chicago, IL

John W. Patton, Jr. is President and Senior Managing Partner of Patton & Ryan, LLC, a law firm that specializes in jury trial practice.

experience makes him both feared and fearless. Sophisticated insurance companies and global corporations have found that simply bringing John into a case can bring an unreasonable plaintiff's lawyer back to the negotiation table, and with a lower, more-realistic demand. They know that John will give them the fight of their lives, and the better part of valor might be seeking less money.

John handles general tort, professional malpractice, construction defect, insurance coverage and bad faith matters, transportation, and products liability cases for insurance companies and major corporations nationwide.

For more information, read the Leading Lawyer cover story profiling John.

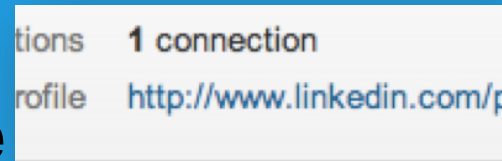
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- Profile

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- **Connections – 10x your age**



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www.linkedin.com/in/brianlshaw

Chicago, Illinois - Provider of Legal Services in the Commercial Bankruptcy, Insolvency and Restructuring and Related Litigation Area

View **Brian L. Shaw's** professional profile on LinkedIn. LinkedIn is the ... **Chicago Bankruptcy Bench Bar Liaison Committee, Member ... Chicago Attorneys** logo.

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Apr 29, 2013 - The American **Bankruptcy** Institute (ABI) announces that **Brian L. Shaw** of **Shaw Fishman Glantz & Towbin LLC (Chicago)** has been selected ... in such publications as Norton **Bankruptcy** Law Letter, The **Bankruptcy** Strategist, ...

[Brian L. Shaw,.... - Brian Shaw, president-elect, American Bankrupt...](#)

www.chicagotribune.com/.../ct-biz-promotions-moving-on-up-shaw-bria... ▼

Jun 16, 2013 - **Brian L. Shaw**, a member of the **Chicago** bankruptcy law firm **Shaw Fishman**, has been appointed president-elect of the American Bankruptcy ...

[www.avvo.com](#) › [Commercial Real Estate Attorneys](#) › [Illinois](#) › [Chicago](#) ▾

★ ★ ★ ★ ★ Rating: 6.5/10 - Review by Avvo

Brian Shaw has been licensed to practice law in IL since 1993. Compare **Brian Shaw** to other Commercial attorneys in **Chicago, ... 50% Bankruptcy / Debt ...**

Brian L. Shaw - Near North Side - Chicago, IL - Yelp

[www.yelp.com](#) > [Professional Services](#) > [Lawyers](#) > [Bankruptcy Law](#) ▾

Brian L. Shaw Chicago reviews by real people. Yelp is a fun and easy ... Chicago, IL 60610. Neighborhood: ... Best of Yelp: **Chicago - Bankruptcy Law**. See More.

[PDF] **Brian L. Shaw**

shawgoussis.com/pdf/BrianShaw.pdf ▾

321 N. Clark Street, Suite 800, **Chicago**, IL 60654 Phone: 312.541.0151 Fax: ... J.D., magna cum laude, University of Illinois College of Law, 1993 ... Experienced in all aspects of the **bankruptcy** practice. **Brian** regularly represents both debtors ...

[Brian L. Shaw Lawyer Profile on Martindale.com](#)

www.martindale.com › Shaw Fishman Glantz & Towbin LLC › People ›

Find **Brian L. Shaw's** contact information, experience and credentials, peer ... at 203 North LaSalle Street Chicago," Norton Bankruptcy Law Advisor, Issue No.

Brian L. Shaw - Lawyer in Chicago, Illinois (IL) - Lawyers.com

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LinkedIn Revisions

Brian Shaw 3rd

Member at **Shaw** Gussis Fishman Glantz Wolfson & Towbin LLC

Greater Chicago Area | Law Practice

Education University of Illinois College of Law

[Connect](#) [Send InMail](#) ▼

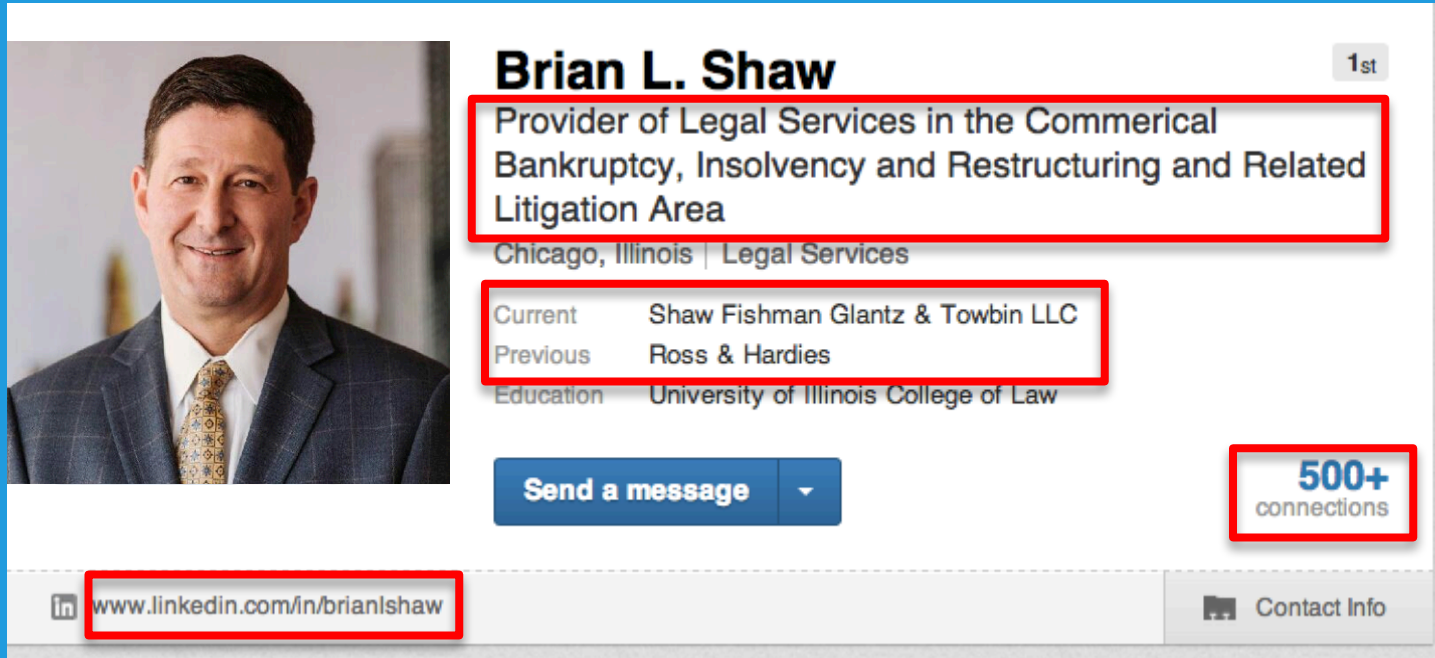
363
connections

Websites [Company Website](#)

www.linkedin.com/pub/brian-shaw/1b/129/469 [Contact Info](#)

The image is a screenshot of a LinkedIn profile page for Brian Shaw. Several elements are highlighted with red rectangular boxes: the name 'Brian Shaw' and the current company 'Shaw Gussis Fishman Glantz Wolfson & Towbin LLC' (with 'Shaw' highlighted in yellow); the '363 connections' badge; the 'Company Website' link; and the profile URL 'www.linkedin.com/pub/brian-shaw/1b/129/469'. Other visible information includes his education at the University of Illinois College of Law, a 'Connect' button, a 'Send InMail' button, and a 'Contact Info' button.

Revisions



Brian L. Shaw 1st

Provider of Legal Services in the Commerical Bankruptcy, Insolvency and Restructuring and Related Litigation Area

Chicago, Illinois | Legal Services

Current	Shaw Fishman Glantz & Towbin LLC
Previous	Ross & Hardies
Education	University of Illinois College of Law

[Send a message](#)

500+
connections

www.linkedin.com/in/brianlshaw [Contact Info](#)

The image shows a LinkedIn profile for Brian L. Shaw. The profile includes a headshot of a man in a suit and tie. The header shows his name and a '1st' badge. Below the name is a red-bordered box containing his title: 'Provider of Legal Services in the Commerical Bankruptcy, Insolvency and Restructuring and Related Litigation Area'. Underneath is his location and industry: 'Chicago, Illinois | Legal Services'. A second red-bordered box highlights his work experience, listing 'Shaw Fishman Glantz & Towbin LLC' as his current employer and 'Ross & Hardies' as a previous employer. Below this is his education: 'University of Illinois College of Law'. There is a blue button to 'Send a message' and a badge indicating '500+ connections'. At the bottom, a red-bordered box highlights his LinkedIn URL: 'www.linkedin.com/in/brianlshaw', and there is a 'Contact Info' link.

Current Update



Brian L. Shaw • 1st

Provider of Legal Services in the Commercial Bankruptcy, Insolvency and
Restructuring and Related Litigation Area

Shaw Fishman Glantz & Towbin LLC • University of Illinois College of Law

Chicago, Illinois • 500+ 

LINKEDIN PHOTOS

No cropped group photos



Jeff Roberts • 2nd

Executive Vice President/General Counsel at Crawford Hoying

Crawford Hoying • University of Virginia School of Law

Columbus, Ohio Area • 500+ 

No vacation photos



Ellie Goone • 2nd

Marketing and PR Associate at MealPal

MealPal • The University of Texas at Austin

New York, New York • 500+ 

No Silhouettes



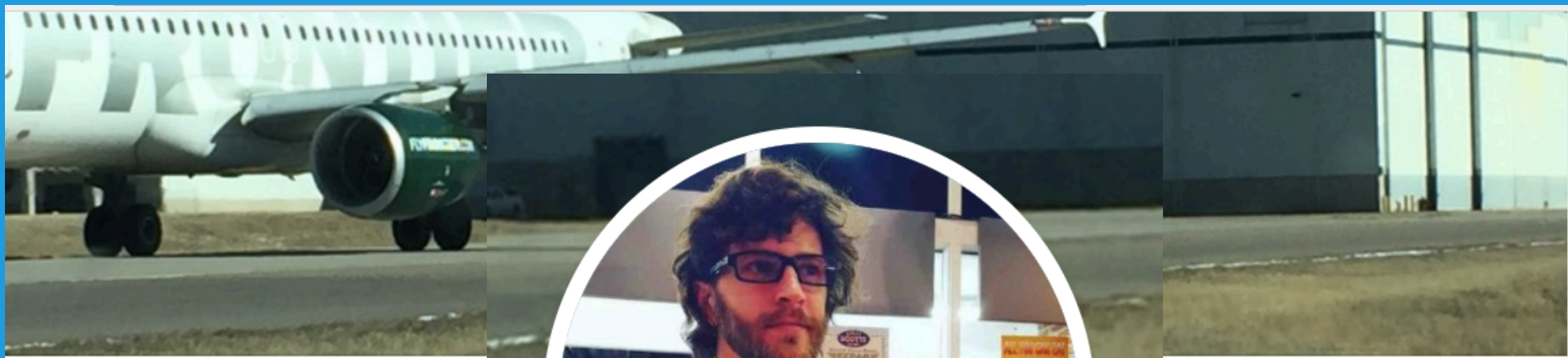
Ken O'Brien • 2nd

KeyTalent Recruiter / Innovative Management Advisor

Orion Management Group, LLC • City University of New York - Baruch College

New York, New York • 500+ 

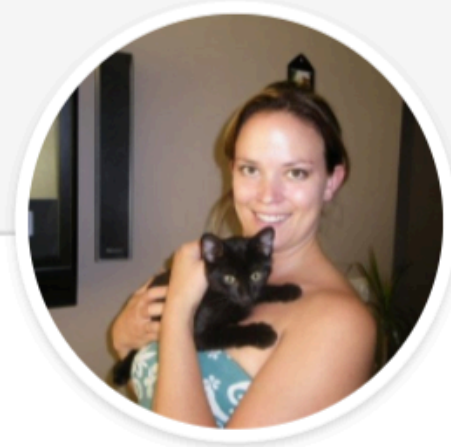
What's wrong with his hands?



IT Fie

Frontier Airlines • DePaul University

No Pets



Shawna McLiesh • 3rd

Sales Coordinator at Fedmet Tubulars

Fedmet Tubulars • SAIT

Calgary, Canada Area • 303 

No People as Props



Le
CEO IMP
IMPORTADORES-EXPOI

S.A.
a Maria la Antigua

Is She Lying Down?



Raquel Bahena • 3rd

Manager Customer Order Management for International and Supply Chain at
CareFusion

CareFusion • University of Pheonix

Greater Chicago Area • 86 

Soup?



Managing Director, Go

Legal Recruitment

Sydney, Australia • 500+ 

Look at the darn camera.



Lawyerl

e.com

LawyerFindOnline.com • University of West Florida - College of Business

Greater Atlanta Area • 500+ 

No Horror Movies



Business Developm

Gotshal & Manges LLP

New York, New York • 184 

Good. Context.



Experier

ator

Greater New York City Area • 500+ 

Too small.



Tom Oakes • 2nd

Court Reporter - Certified TrialDirector Trainer - Web Repository Developer at
Thomas G. Oakes Associates

Temple University LLM in Trial Advocacy • inData Corporation

Greater Philadelphia Area • 500+ 

TOO BIG



Andrew Slobodien • 2nd

Litigator / Labor Negotiator

Chicago Public Schools • Chicago-Kent College of Law, Illinois Institute of Technology

Chicago, Illinois • 500+ 

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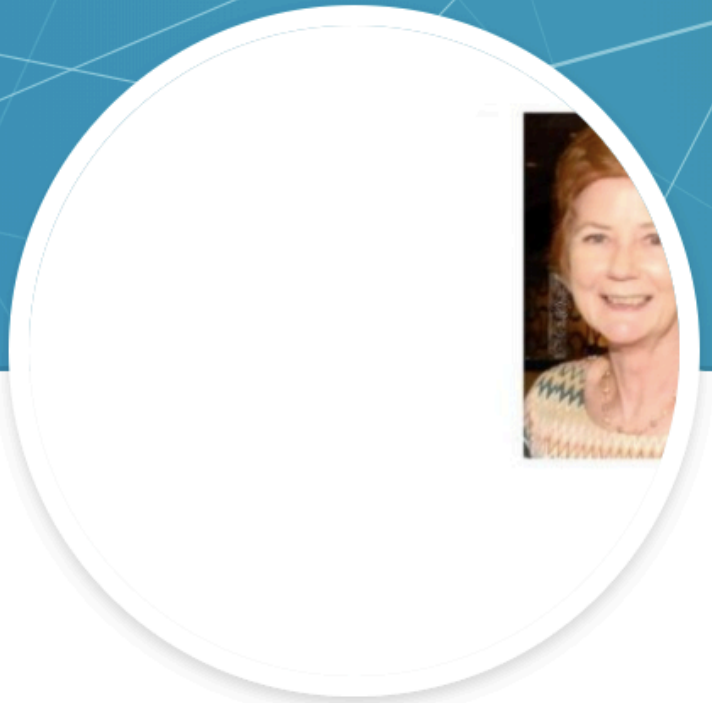


Editorial

1

Houston, Texas • 442 

???



Executi

peech

Greater St. Louis Area • 500+ 

Nothing cute or artsy



Owner

orated

Barbadaa om Incorporated - Jacobs College

Amsterdam Area, Netherlands • 500+ 

LinkedIn – *Assignment*

- Draft a complete profile
 - Use **narrow SEO words**
- Use Status updates
- Applications
 - E.g. Slideshare
- Upload your contacts
- Seek Recommendations
- Join / Create Groups

OTHER ONLINE TOOLS

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Thug Notes 5

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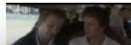
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Litigation Counsel of...



Marion Walker, speaking at
the Litigation Counsel of...



Mike Ehrenstein, speaking
at LCA, the Litigation...



Gerald Block, speaking at
LCA, the Litigation Couns...

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Miami, Florida litigator and trial lawyer Michael Ehrenstein, speaking at LCA, the Litigation Counsel of America. Mike focuses on Civil Litigation, Business Torts including fraud, Professional Malpractice and breaches of fiduciary duty. His

ss Fishman

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16

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Basic info

Advanced settings



Mike Ehrenstein x

Litigation Counsel of ... x

LCA x

litigation x

trial lawyer x

Miami Florida trial law... x

professional malpractice x

aerospace litigation x

construction litigation x

healthcare litigation x

breach of fiduciary duty x

legal malpractice x

+ Trial (Lawyer Type)

+ United States Of America (Country)

+ Construction (Project Phase)

+ Police

+ Cops

+ Crime

+ Court

SEO (Search Engine Optimization)

Use Narrow Keywords

- AFCP
- Allowance
- Amendment
- Anticipation
- CAFC
- Cease and desist letter
- Certification mark
- Clearance search
- Collective mark
- Common law trademark
- Continuation advantage
- Continuation in part
- Copyright deposit
- Deceptive trademarks
- Declaratory judgment suit
- Deferred prosecution
- Design patent
- Divisional application
- Double patenting
- Enablement

YouTube - *Assignment*

- Upload a video to YouTube
- One short video, on topical legal issue
- Can also turn a PPT into a movie
 - Title, descriptions, tags
 - Name, firm, practice
 - Narrow SEO keywords

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Agenda

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Ethical Public Relations for Lawyers, Litigators

Sedgwick LLP Integrated Branding Program

LMA Bay Area Tech Conference
October 11, 2012



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Ross Fishman, JD, is CEO of Fishman Marketing, specializing in strategy, branding and websites for law and accounting firms. A former litigator, marketing director and marketing partner, he helps law firms dominate the competition. He's a popular keynote speaker, marketing trainer, and Ethics/CLE presenter (demo video at <https://goo.gl/A146Pr>) at firm retreats and conferences worldwide. A Fellow of the College of Law Practice Management, he was the first inductee into the LMA's Hall of Fame. Contact him at ross@fishmanmarketing.com or 1.847.432.3546. Follow him on LinkedIn (www.linkedin.com/in/rossfishman) and Twitter: @rossfishman. Subscribe to fishmanmarketing.com/BLO

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Fishman Marketing, Inc., Law Firm Speakers & Retreat



1 of 25

s "The Ultimate Law Firm Associate's Marketing Checklist" book 477

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Presentations

6



Documents

8

Infographics

0

Videos

0

Slideshare - *Assignment*

- Create a Slideshare.net account
- Create a detailed biography
- Upload an article and PPT presentation
 - Fill out the Title, Description, and Tags carefully
 - Use SEO keywords



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1 096 000+ artículos

日本語

フリー百科事典

906 000+ 記事

Русский

Свободная энциклопедия

1 108 000+ статей

Italiano

L'enciclopedia libera

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Polski

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Cheryl Bart

From Wikipedia, the free encyclopedia

Cheryl

From Wikipedia,

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Cheryl Sarah Bart AO is an Australian lawyer and company director.

Contents [hide]

- [1 Early life and education](#)
- [2 Career](#)
- [3 Family](#)
- [4 References](#)

Early life and education [edit]

Bart was educated at [Moriah College](#) in Sydney^[1] and graduated from the [University of New South Wales](#) with degrees in commerce (1984) and law (1986).

Career [edit]

She began her career as a banking and finance lawyer at [Mallesons Stephen Jaques](#), and from 1990 to 1995, was national business development director of the firm.^[2]

Bart has been the chairperson of the Foundation for Alcohol Research and Education (FARE), [ANZ Trustees Limited](#), the [South Australian Film Corporation](#), the [Adelaide Film Festival](#), and the South Australian Environmental Protection Authority. She is also serves as a non-executive director on numerous company boards including: Spark Infrastructure Limited, ETSA Utilities, Shaw of Australia, Audio pixels Limited, and the Buckland Foundation.^[3]

On 3 June 2010, she commenced a five-year term on the Board of the [Australian Broadcasting Corporation](#).^[4]

Family [edit]

Cheryl Bart is married to Fred Bart, also a company director, and has two children.^[5] On 23 May 2008, Bart and her 23-year-old daughter [Nikki](#) became the first

Search



Wikipedia - *Assignment*

- Draft a Wikipedia entry
 - Firm and/or individual
 - Be brief, credible, factual
 - Start short, get online, add over time
 - Neutral point of view (POV)
 - “Verifiable and reliable sources”
 - Strict rules, complicated process
 - Good *and* bad info printed
- *Hire* someone for this

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**Ross Fishman** – Fishman Marketing, Inc.[Contact](#)

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Called "one of the country's leading experts on law firm marketing" by Lawyers Weekly USA, Ross is known as one of the legal profession's most innovative marketers and strategists. As CEO of Fishman Marketing, he helps professional-services firms generate significant revenue by dominating their markets, whether geographic, or by practice or industry. Fishman Marketing clients have developed tens of millions of dollars in new revenue through strategic marketing planning; branding and differentiation; practice-group and focused marketing; and the development of cutting-edge websites and other collateral materials.

Known for his "educational and entertaining" presentation style, he has trained tens of thousands of lawyers, conducting 250+ firm retreats and training programs on five continents, from Tobago to Thailand - including once presenting on three continents within 24 hours.

Ross was a litigator before moving to 700-attorney Winston & Strawn to practice marketing full-time. He later became Marketing Partner of Ungaretti & Harris where they launched the profession's first Service

AREAS OF PRACTICE

- ▶ Business Development
- ▶ Continuing Legal Education
- ▶ Expert Witness Services
- ▶ Firm/Practice Management
- ▶ Legal Marketing
- ▶ Recruiting/Staffing
- ▶ Training & Education

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JD Supra - *Assignment*

- Create a JD Supra profile
- Upload an article on your most-important practice or industry topic
 - Include lots of narrow SEO keywords
- Fill out the Title, Description, and Tags carefully

FACEBOOK

You are posting, commenting, and liking as Fishman Marketing, Inc. — Change to Ross Fishman



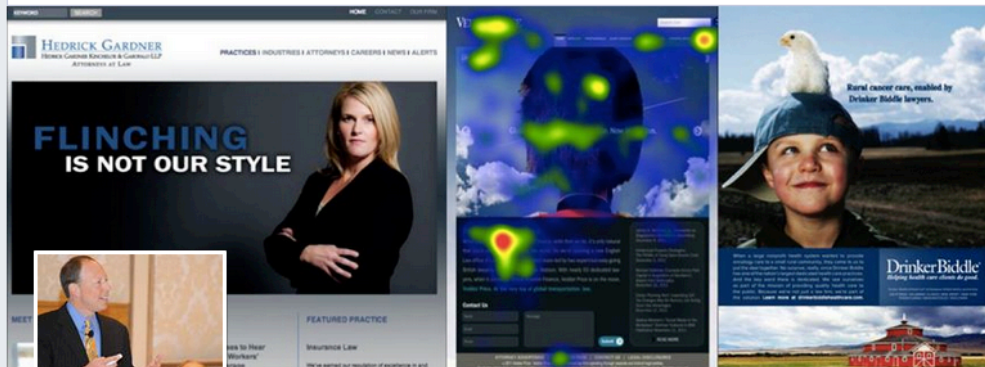
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Posted by Rochelle Weiner · April 23

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CAREERS**

Gibson, Dunn & Crutcher LLP Careers

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Recruiting



Professional Dev

2+

Highlights ▾

Gibson, Dunn & Crutcher LLP Careers

New York partner Orin Snyder and Century City partner Ruth Fisher were recognized in Variety's 2014 Legal Impact Report, an annual feature on the top transaction and litigation attorneys in the entertainment industry. Variety published the report on April 15, 2014.



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Larry Shifrin

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Beth Fishman

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2011

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zillow.com



Find your dream home on Zillow. View home photos, details, maps and more.

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transunion.com



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discovercard.com





Stay on top of your credit score--it shows on your statement automatically. Terms apply.


 **Michael Reynolds** likes Kim Mallory's status.


 **Heather Bickers Johnson** likes Cindy Rayhill Shumate's status.


 **Rick Klau** likes Asha Dornfest's status.


 **Lisa E. Bloom** likes Marcy Bloom's status.


 **Marjie Sandlow** likes Dean Weinberg's photo.

 **Marjie Sandlow** likes Tony Sherwood's status.

 **Jesus Perez** commented on a status.


 **Tammy Gales Mangan** commented on a link.


 **Kim Mallory** I am monitoring the green room at Madeleine's middle school...


 **Steve Boutwell** likes Darryl Cross's post in Legal Marketers


 **Michael Reynolds** Web ●


 **Andrew Fishman** 1h □


 **Mike Bens** Mobile ●


 **Jonathan Fishman** 5m □

 **Rob Fishman** Web ●


 **Kitty Bickers Fish...** 1h □

 **Elyssa Fishman** 41m □

 **Audra Cottrell** Mobile ●

 **Alex Lerman** Mobile ●

 **Alex Lerman** Mobile ●



What to put on your Facebook company page

- Post photos of products, services, employees, clients, parties, conferences, holidays
- Video of firm events
- List seminars and conferences
- Alumni

Facebook – *Assignment*

- Do you need a Facebook page?
- If you *don't* have one, fill it out thoroughly, creatively, persuasively, professionally
 - Include headshot, occasional photos
 - Post professionally
 - Every month or two
- If you do have one, keep it professional

Facebook – *Assignment*

- Draft a complete profile
 - Personal
 - Firm
 - Use searchable words re: your practice
- Upload photos
- Join / Create Groups
- Check *weekly*
 - Send status updates

GOOD LUCK!