



# LAWFECTA

## NEWSLETTER

VIRTUAL RESOURCE EDITION



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### A MESSAGE FROM OUR LEADERSHIP

BY: STACEY M. LAKE

#### Welcome to Lawfecta's first Newsletter of 2020!

Here at Lawfecta we are continuously pushing the boundaries against traditional in-house hiring, and showing attorneys they can scale their law firms with a virtual team. While I may be the CEO, make no mistake that the vision of this organization is driven by the Team Members, who selflessly devote their time, resources, talents, and connections to Lawfecta. We believe not only in having a flexible work-style, but an overall work life balance. Technology gives us the power and advantages to help attorneys achieve this.

The Lawfecta Team experienced the vastness that is Clio Con 2019 in San Diego, and we were exposed and met some amazing legal technology companies that are changing the way law firms operate, and automate. We partnered with a few great companies to bring you added value and discounts.

In this issue you will find great #LegalTech resources to continue growing your firm! Managing and growing your firm just got easier.

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# SHELFWARE VS. REALWARE

The philosophical promise of technology continues to be that it will make your life easier. Does it always, though? The enterprise technology solution narrative centers around “increase productivity”, “decrease costs” and “ease of use”. Often the initial promise of a piece of software is lost in long “pilot” programs, user confusion around what was promised, and frustration that it is not delivering an easier experience. What occurs as a result of failed implementation projects are solutions that become “shelfware”. This means that either the solution did not deliver the desired “improved” outcome and users are no longer interested in using it or the end user did not understand what problem the solution was solving in the first place. Do these issues occur in legal tech? I dare say yes.

Legal technology has emerged as an important standalone software category with many solution providers carving out niche opportunities to deliver solutions to problems that have long been recognized in the legal community but have not been sufficiently solved. The same challenge of Shelfware vs. Realware exists now in legal tech and the debate of how to deliver on the promise of technology continues to challenge many new legal tech startups and older technology firms. The legal tech and legal community have a unique opportunity to review mistakes from the past and to build out the economics of a solution. Realware is about building solutions that are tangibly able to deliver on the promise of technology. An example of realware that many of us use on a regular basis is ride-sharing. Ride sharing technology brought together GPS tracking technology, a reservation system and an in-app payment system, all combined in one app on your phone. The disruptive nature of these platforms have been credited with the creation of the gig economy. A real tangible societal benefit for consumers (the treatment of drivers and workers in gig economies is a matter beyond this post, however).

dealcloser was founded with the mission to bring real, tangible, measurable solutions critical to corporate lawyers managing and growing their corporate practice. This mission fuels everything we do, from our easy to use UI to our newly released mobile application. In our small way we want to take the practice of corporate law and change it. Will the solution we’re building empower corporate lawyers to grow, effectively manage their corporate practice and achieve work-life balance? Is that even possible? We dare say yes! The philosophical promise of technology is to make your life easier and we will do that. We call it our Win-Win-Win proposition. You – Your Family-Your Client! Happy Building!

Written by Teruel Carrasco of [dealcloser.com](http://dealcloser.com), an online platform designed for business lawyers that makes the transaction process more efficient and accurate.

## dealcloser<sup>7</sup>

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your clients  
and increase  
your firm's  
productivity?

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## Modernize your transactions

**Make legal transactions simple,  
accurate and secure.**

Founded in 2016, dealcloser was created and developed by two corporate lawyers who wanted to make the transaction process more efficient. They were frustrated that such a huge and integral process was undertaken manually amidst all of the other technology available.

Whether a simple incorporation or a complex M&A transaction, reduce your risk of mistakes and impress your clients by using dealcloser today.



## The law is complicated enough—simplify managing your firm.

The cloud-based legal practice management software that makes running your firm, organizing cases, and collaborating with clients from one place possible.

### DO MORE BILLABLE WORK

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Make the most of your time, while Clio automates tasks, minimizes paperwork, and eliminates redundancies. Streamline day-to-day tasks, so you can get back to what matters most.

### CASE MANAGEMENT

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Stay organized, and manage your cases—from anywhere, anytime. The Clio case management functionality ensures every detail from every matter is captured.

### MAKE CLIENTS HAPPY

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Accommodate your clients with flexible e-signatures, online payments, and more. Clio helps you with the moving parts of case management, so you can focus on your clients.

[CLICK HERE TO TRY CLIO MANAGE FOR FREE.](#)

Get your firm on the path to efficiency in seconds.  
No credit card needed.



# CONNECT CLIO TO YOUR ESSENTIAL TOOLS

Save time, reduce double-data entry, and prevent human error while working in popular business and productivity tools.

Connect with more legal apps than any other practice management software. Expand Clio with tools specific to your practice area or firm needs.



Integrate Clio with other leading legal apps. Continue to use the tools you love while securely accessing and updating your firm's files in Clio.



## TIME MINER

**Time Miner** goes back and finds billable activity, including calls, texts and emails, and creates time entries for everything you do.

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THE FUTURE OF TIMEKEEPING.

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25% LIFETIME DISCOUNT.



**Faster Time** automatically watches your mouse, your keyboard, and the apps you use and records how long you're spending on each document, email, website, and more.

**Faster Drive** turns Clio into a cloud-based file server with advanced document management and automation capabilities.

**Faster Mail** automatically saves and organizes every email into folders for each client and matter.

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# THE BENEFITS OF USING A VIRTUAL RECEPTIONIST



**Smith.ai is a superior receptionist service for live calls & website chat.**

When calling a law firm, new leads may be seeking guidance through complicated legal procedures, or simply require quick answers to simple questions. Regardless, being greeted by a friendly and competent receptionist on the other end of the phone goes a long way towards making a positive impression.

A reliable virtual receptionist service means your phones are answered when you need them to be. Don't fret about who has the flu, Smith.ai is always available during business hours Monday through Friday. Their personable receptionists have you covered!

**Visit Smith.ai to learn more.**

**Use the code: LAWFACTA to receive \$100 off first month.**

Brick and mortar companies with complete in-house teams have been the standard for businesses since the beginning, but advances in technology now allow us to operate in virtual office environments, which has its own set of unique professional benefits. The virtual office is a modern money-saving solution that tackles all the traditional business needs using a combination of remote employees and comprehensive tech tools.

A virtual receptionist proves to be one of the most advantageous of any virtual office role as they can deliver unique flexibility, traditional and non-traditional services, and save a company large sums of money over time.

## **Benefit from the Flexibility of Remote Workers**

When hiring receptionists, companies may find that local candidates fail to meet expectations or else companies are unable to staff individuals that pair appropriately with their business' needs. Alternatively, businesses may require employees who can work outside the typical 9-5 timeframe and are unable to find qualified candidates to do so. The solution is a virtual receptionist who can meet needs outside of the confines of traditional operational hours.

Virtual receptionists can provide round-the-clock support depending on the schedule determined by leaders, as many are available to perform duties past typical 9-5 parameters. Industry leading virtual receptionists offer 24/7 contact (such as live chat features) to keep an open line of communication between businesses and receptionists at all times. This unique flexibility ensures businesses can keep in touch with clients and customers even after most establishments close.

## **Pay for Only the Minutes You Use**

One of the most outstanding benefits of a virtual receptionist is their cost-effectiveness. Instead of employing a full-time team member to appear in-office at a minimum of 40 hours per week, a virtual receptionist can work as needed and will only charge for the time spent delivering services to a company. This is especially resourceful for new or smaller companies who don't yet have a need for designated full-time receptionists, but who nevertheless require frequent reception.

## **Receive Both Traditional and Supplementary Business Services**

Virtual receptionists through credible providers are able to deliver all of the traditional reception needs for your business. This means they can direct callers to appropriate resources, transfer callers to other office personnel, provide directions to physical offices, answer typical caller questions, and schedule appointments in addition to more specialized tasks. For example, a quality provider is likely to offer language services to assist bilingual clients more efficiently, broadening a company's customer reach in the end.

Virtual receptionists deliver all the tools for success that an in-house employee provides and more without compromising professionalism, privacy, or security. What's more, virtual receptionists can boost availability and credibility as a reliable extension of your company.



# RESOURCE GUIDE

## G Suite

Professional email, online storage, and more. Choose your G Suite plan.

Receive 20% off for a year. The first 14 days are free.

[Click here to get started.](#)

## LawPay

Powering payments for the legal industry.

Call 866-376-0950 mention Lawfecta to have your \$20 monthly fee waived for the first three months. Clients will also have no startup cost, contracts, or cancellation fees with LawPay.

## Smith AI

Superior receptionist & intake service for small & solo businesses.

[www.smith.ai](http://www.smith.ai)

Use code LAWFECTA to receive \$100 off first month

## Faster Law

#1 Clio Suite

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