



# NEWSLETTER

VIRTUAL RESOURCES



MARCH 2020 | EDITION 02

## A MESSAGE FROM OUR LEADERSHIP

BY: STACEY M. LAKE

**The COVID-19 outbreak has harmed communities and disrupted economic activity in many countries. We are seeing the impact on a daily basis.**

With lives at risk, we hope that conditions improve as quickly as possible. Some of you have already been personally impacted by the virus. As business owners ourselves, we understand the stress you are under. With the pandemic worsening throughout the world and in these uncertain times, we need to come together and help one another. Adversity sometimes brings out the best in us as we move to be as creative and innovative as possible.

At Lawfecta we are a fully remote and virtual team. We utilize many great tools to provide services to our clients throughout the United States. We are happy to be a resource to provide any tech tools that you may need to go virtual. At this critical time, we continue to support attorneys and firms to grow and sustain their business needs.

Keep yourself and your families safe and healthy.

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# WHY YOU SHOULD BE BACKING UP YOUR WORDPRESS FILES AND DATABASE

If you have a blog or website on WordPress, it is important you make regular backups to all your files and the site database. If something should ever happen to your site, having these backups prevents you from losing a lot of important data.

Fortunately, there are simple ways you can make these backups automatically, so you don't have to remember to do it yourself. Perhaps the easiest is with a plugin called BackWPup.

Log in to your WordPress dashboard, click "plugins" and then "add new," and search for BackWPup. After clicking "install now" and "activate," you are ready to configure the plugin to automatically backup your WordPress data. Once the plugin is activated, click on the link "set up a backup job," found on the welcome screen for the plugin near the top. This will take you to the job creation page. You can keep all of the default settings under the categories "Job Name," "Job Tasks" and "Backup File Creation."

## Job Destination

The next step is to choose where you want your database backups to be saved. You have several areas to which you can backup your database: A specific folder, Email attachments, FTP, Dropbox, An S3 service, Microsoft Azure, Rackspace cloud files, SugarSync.

The option you choose is just a matter of personal preference. If you wish, you can select multiple options so you always have multiple areas in which your backups are located. Once you have checked a box (or boxes) for where you want your backups to be saved, a new tab will appear at the top navigation of the main plugin page. You may need to fill in some additional information under this tab to establish a connection that allows the backup file transfer to occur. This could include an email address, an FTP file directory or an API key.

## Scheduling backups

After you determine where you want your backups saved, you must then decide when you want them saved, and how frequently. The default setting is manual backup downloads, but ideally you will configure the plugin to update your backups on a weekly basis. You can choose the time and days that suit you best, but again, weekly updates are recommended. If you update your site especially frequently, you might choose daily updates instead.

## Setting additional options

As the final step of configuring your backups, you should select the tables you wish to include in your database backup processes. The "DB Backup" tab allows you to make these selections. You can either choose specific tables, or press "all" if you want to back them all up. Be sure to click "save" after you have made your changes.

Written by Karin Conroy of [conroycreativecounsel.com](http://conroycreativecounsel.com)

Conroy

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COUNSEL

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AUTHORITY ONLINE

MENTION LAWPECTA  
TO RECEIVE A DISCOUNT OF  
50% OFF A WEBSITE AUDIT

"We stand on the  
strength of our  
reputation."

Conroy Creative Counsel is dedicated to creating smart, strategic websites for the legal industry and providing their clients with insightful marketing strategy to support their goals.

Conroy Creative Counsel's clients enjoy an online presence that displays their expertise beautifully and the increased revenue that flows from the effective promotional strategies they create.



# UNBUNDLED - ATTORNEY -

## Try the Highest Converting Leads in Legal and Help Transform Access to Justice

Exclusive Leads Delivered Directly to Your Inbox,  
Mobile Device and Practice CRM in Real-Time

✓ **No Contract**

✓ **No Sign up fee**

✓ **Dedicated Support**

✓ **Money- back guarantee**

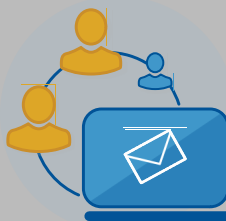
## Here's How it works

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### 1. Attract & Educate

We attract people who are actively seeking a family law, immigration, bankruptcy or estate planning attorney like you in their local areas, and educate them about the value and benefits of unbundled legal services.



### 2. Connect

Next, we connect them with you via email, realtime SMS Text Alert, and directly into your Unbundled Attorney account. We do not connect them with any other attorney - just you.



### 3. Grow

We don't just send you high-quality and exclusive leads, we also provide expert training and resources on converting your leads into paying clients and delivering services effectively through a dedicated account manager.



## Blanca Alfaro

AVP Relationship Officer

balfaro@manubank.com

“Blanca Alfaro works for Manufacturers Bank. She is a dedicated Trust, Probate, and Family Law expert and will provide and handle all of your banking needs. Manufacturers Bank founded in 1962. Specialized services include setting up accounts with Multiple Administrators, Conservators or Trustees, Make Accommodations for Out-of-State Signers, Access to Multi-Million-Dollar FDIC Insurance.”

Disclaimer:

\*Under the program deposits are divided into amounts under the standard FDIC insurance maximum and placed in accounts at other participating banks. Ask your banker for additional information and disclosures.

## FIDUCIARY BANKING SERVICES

Manufacturers Bank is a business bank providing the sophisticated service of a large bank and the focused attention of a small bank. Our team specializes in helping clients open Probate, Trust, Conservatorship or Blocked Accounts.

We streamline the account opening process by communicating through various media such as phone, email and overnight mail services. A dedicated team member will come to you, so you don't have to leave your office. We offer an expanded array of Fiduciary services to handle your banking needs.

## SIMPLIFY YOUR BANKING - LET US DO IT FOR YOU

### Fiduciary Services

- Dedicated Fiduciary Banking team
- Simplified account opening procedures through a streamlined approach
- Accounts subject to court order requirements
- Accommodations for out-of-state Trustees/Signers
- Access to Multi-Million Dollar FDIC Insurance (deposit placement programs)\*
- Checking accounts with NO monthly maintenance fee
- No charge for duplicate statements
- Online banking with no monthly fee

### Experienced with:

Trust Accounts • Probate Accounts • Guardianships

Conservatorships • Special Needs Trusts • VA Federal Fiduciary

Court Blocked Accounts • IOLTA • Attorney Client Trusts



# GROWING YOUR LAW PRACTICE USING VIRTUAL STAFF

VIRTUAL  
ASSISTANT  
SERVICES FOR  
\$35.00 PER  
HOUR.

There's a new way to practice law, and it's quickly becoming a hot trend, particularly for solo attorneys and small legal practices. It's known as the virtual law firm. For some, this means an Internet-based legal practice with brick-and-mortar offices throughout the U.S. for others; it means virtual paralegals, legal secretaries, and assistants available on demand with no fixed locations. It's easy to see why so many legal practices are turning to virtual staff; the advantages are numerous.

## How to Use Virtual Legal Staff

The use of virtual paralegals, legal secretaries, or assistants allows you to streamline your legal practice by having professionals at hand whenever you need them. It also means that you only pay for these services when you use them, so if your business tends to ebb and flow, you can rely on your virtual team during your busiest times.

There are three types of virtual legal staff:

- **Virtual paralegal:** A virtual paralegal is an experienced professional who can help you with specific projects such as client intake, pleadings, law and motion drafting, due diligence matters, legal research, summarizing depositions and testimony, and locating and interviewing witnesses.
- **Virtual legal secretary:** A virtual secretary can help you with specific matters such as drafting legal documents, taking phone calls, answering client questions, managing social media, marketing management, maintaining schedules, and ordering supplies.
- **Virtual assistant:** A virtual assistant can make your legal profession much easier because you can outsource tasks that would otherwise take up time that you need to use for practicing the law. Virtual assistant tasks include booking appointments, answering emails, transcription, preparing slideshows, managing your blog, file management, and database building.

Virtual staff can benefit you, as an attorney, by handling day-to-day tasks and taking care of customer service, so that none of this interferes with your legal work. If you're a solo attorney or part of a small legal firm, virtual staff are ideal because they are efficient and cost-effective.

## Client Attraction and Retention Benefits

As a solo attorney or small legal firm, you need to adopt as many strategies as you can to attract, engage, and retain clients. Using virtual staff can optimize your service and attract more paying clients.

- **Extend your reach:** A virtual law firm makes it easier to extend the reach of your practice, whether you want to expand within the state where you are licensed to practice, or you wish to expand throughout the United States with your areas of legal specialization.
- **Widen your areas of expertise:** Utilizing virtual team members who handle different areas of law enables you to expand your law practice. This gives you the opportunity to draw more clients who are seeking different areas of expertise.

VIRTUAL LEGAL  
SECRETARY  
SERVICES  
STARTING AT  
\$35.00 PER  
HOUR.

VIRTUAL  
PARALEGAL  
SERVICES  
STARTING AT  
\$50.00 PER  
HOUR.

FOR FIRST  
TIME CLIENTS  
WE OFFER  
FREE HOURS  
WHEN YOU  
PLACE A  
DEPOSIT FOR  
10 OR MORE  
HOURS



LAWFECTA

WE'RE HERE TO  
HELP

- BASED IN CALIFORNIA
- FLEXIBLE
- COST-EFFECTIVE
- 10+ YEARS OF EXPERIENCE

- **Capture millennial clients:** Millennial's comprise a large section of potential clients. They are web-savvy and used to using the internet for everything from entertainment to banking, communication to shopping. It makes sense that they would seek legal help online. A virtual legal practice means you are ready for them when they come.
- **Communicate instantly:** When prospective clients connect with your website, it's vital that you respond straight away. Otherwise you risk losing a prospect. The internet provides an unmatched means of rapid communication so that you can engage clients one-on-one as and when they need you, which means you can convert prospects to clients almost instantaneously. Virtual staff can be on hand to respond to all your prospective clients' communications.
- **Provide useful tools:** These days, there is such a wide range of digital applications available that you can provide clients with valuable legal information at their fingertips. For example, you could offer a child support calculator or a downloadable booklet explaining wrongful termination. Such tools help to engage clients while demonstrating your legal expertise. Virtual staff can help you implement these tools

#### Financial Benefits

If you are a solo attorney or part of a small legal firm, your budget is necessarily limited. This means that every dollar you spend has to have a good ROI. Using virtual staff for your legal practice has several economic benefits.

- **Cut your overheads:** When you embrace virtual staffing for your legal practice, you won't have to pay salaries, workers compensation, and benefits. You can hire virtual staff per project, or with a flexible retainer, so you only pay for the work you need to be done. This creates significant relief from your financial burden.
- **Minimize real estate costs:** With virtual staffing, you can minimize your office space, or even work from your home office. Because you don't need to set up an extensive office, you don't have to pay for expensive real estate.
- **Increase profit margins:** Implementing virtual legal professionals, not only increases your efficiency, but it also increases your profit margins. For example, you could use a virtual paralegal to help you research a complicated legal case, which will save you time and money.

For solo attorneys and small law firms, growing your practice using virtual staff means you can extend your reach with minimum overheads. At Lawfecta, we can help you optimize your legal practice by offering wider flexibility teaming with remote workers versus in-house staff. We can provide weekend and out-of-hours coverage. When you with use, you can avoid paying all those extra charges that go along with in-house staff, such as payroll taxes, worker's compensation, and benefits. Whether you're looking for virtual paralegals, legal secretaries, or virtual assistants, at Lawfecta we have them all. Our team is comprised of highly vetted and experienced professionals who are able to handle projects efficiently in a timely manner. Contact us today and let our trusted team help your legal practice grow.

REACH OUT TO US AT [HELLO@LAWFECTA.COM](mailto:HELLO@LAWFECTA.COM) OR REVIEW  
TEAM RESUMES FOR FREE AT [LAWFECTA.COM/SIGN-UP](https://LAWFECTA.COM/SIGN-UP)

# FEATURED TEAM MEMBER



CRYSTAL G.  
CLIENT SUCCESS MANAGER

## Introduction

Crystal has proven to be an invaluable part of our team. As the first point of contact for potential new clients, Crystal takes great care in addressing all concerns and questions and accessing the needs of potential client in order to match them with their perfect Team Member(s).

## Q&A

**Q:** How has working remotely impacted your day to day life?

**A:** "Working remotely requires a different kind of self-discipline. It has allowed me to manage my time better, not just at work, but my family routine, my personal time."

**Q:** What have you learned about the virtual industry since joining Lawfecta?

**A:** "There are a lot of programs out there that makes this feel different than in-house jobs, but in many different, better ways. With all the technology of this century, it is very easy to work from home and not have the necessity of being physically with your team members."

## Fun Fact

Crystal loves to draw. During her spare time friends have commissioned her to draw their portraits.

# VIRTUAL TEAM MEMBER RATES

## FLEX RETAINER RATES

Allows you to use the time as you need it, and replenish when your needs demand. No long-term commitments necessary. Retainers are available for up to sixty (60) days for work to be performed against.

### HOURLY RATES STARTING AT

LEGAL  
SECRETARY

**\$35.00**  
PER HOUR

PARALEGAL  
SERVICES

**\$50.00**  
PER HOUR

## SUBSCRIPTION PACKAGES

Receive guaranteed availability of a dedicated Team Member and pay a drastically reduced monthly payment. Whether you need assistance 10 hours a month or 40 hours a week, we have you covered. Requires a minimum commitment of three (3) months.

### RATES STARTING AT

LEGAL  
SECRETARY

**\$340.00**  
PER MONTH

PARALEGAL  
SERVICES

**\$480.00**  
PER MONTH

## VIRTUAL ASSISTANT RATES

FLEX RETAINER

**\$35.00**  
PER HOUR

Required minimum deposit  
of 10 hours.

SUBSCRIPTION PACKAGES

Starting at  
**\$660.00**  
PER MONTH

Required minimum deposit of  
20 hours per month

## INTRODUCTORY HOURS

### PLACE A DEPOSIT FOR

- 10 - 19 hours & receive 2 hours of work free.
- 20 - 30 hours & receive 3 hours of work free.
- 31 - 40 hours & receive 5 hours of work free.
- 41+ hours & receive 10 hours of work free.

## INTRODUCTORY HOURS

### PLACE A DEPOSIT FOR

- 10 - 20hours & receive 2 hours of work free.
- 21 - 30 hours & receive 5 hours of work free.
- 31 - 40 hours & receive 8 hours of work free.

## INTRODUCTORY HOURS

### PLACE A DEPOSIT FOR

#### FLEX RETAINER

- 10 - 19 hours & receive 1 hours of work free.
- 20 - 29 hours & receive 2 hours of work free.
- 30 - 39 hours & receive 3 hours of work free.
- 40- 50 hours & receive 5 hours of work free.

#### SUBSCRIPTION PACKAGES

- 20 hour plan & receive 3 hours of work free.
- 30 hour plan & receive 5 hours of work free.
- 40 hour plan & receive 7 hours of work free.
- 50 hour plan & receive 9 hours of work free.
- 60 hour plan & receive 10 hours of work free.



## OUR VALUED PARTNERS



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50% OFF A WEBSITE AUDIT



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LOCAL BUSINESS.



USE CODE: **LAWFECTA**  
TO RECEIVE 10% PREFERRED PRICING



USE CODE: **LAWFECTAROCKS**  
TO RECEIVE 20% OFF ONE YEAR  
SUBSCRIPTION



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DISCOUNT FOR UP TO FIRST YEAR OF ACCESS



CLIENT MANAGEMENT PLATFORM



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TO RECEIVE A DISCOUNT



TRY CLIO MANAGE FOR FREE



RECEIVE 20% OFF FOR A YEAR.  
THE FIRST 14 DAYS ARE FREE.



**PRACTICEPANTHER**

RECEIVE 10% OFF FOR A YEAR



GET 20% OFF YOUR FIRST 6  
MONTHS OF BOOKKEEPING.



MENTION **LAWFECTA** TO HAVE  
YOUR \$20 MONTHLY FEE WAIVED  
FOR THE FIRST THREE MONTHS.



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MANAGEMENT SOFTWARE