

Practical Success

Cordell M. Parvin

Practical Tips For Using The iPad For Client Development

Are you an “experienced” lawyer? If so, are you effectively using the client development tools that are available on your computer, iPad, and iPhone?

If you are an experienced lawyer like me, you likely spent a lot of time doing research in a law library. You might also have kept up with changes in federal regulations by receiving the Commerce Business Daily. Finally, if you needed to research something related to business, you might have gone to a college library.

Let me illustrate how it worked from my own practice. As you likely know, I practiced construction law. On July 17, 1981, the Hyatt Regency Kansas City walkway collapse occurred, killing 114 people. It was really big news across the country. I decided to write and speak about it to contractors, developers, engineers, architects, and any other construction group that wanted to learn about the implications. I spent hours in a college library researching how the collapse occurred and what had gone wrong. I spent hours in a law library researching the potential liability of



all the potential defendants. Finally, I was ready to write and give presentations. Needless to say, today I could have found everything on the Internet by using my iPad.

Over the last few years, I have been asked by several firms to teach their lawyers how to write effective blog posts and how to use social media tools. (I think I am asked to teach the experienced lawyers, at least in part, because of the color of my hair.) I share with the lawyers how to write blog posts that will be read and lead to business and referrals. I also share with them how to use the social media tools to build their profiles, build relationships, and better serve their clients. In small groups, I show lawyers some of the apps that are available for their computers, tablets, and mobile phones.

My goal in this column is to share with you practical tips on the computer tablet and phone tools. I will share with you how I would use these tools if I were still practicing law and provide links where you can learn more.

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1. Google Alerts. I would have Google Alerts for all of my clients, some of their competitors, and industry information like highway construction, bridge construction, airport construction, and rail construction. I would *not* send these alerts to my email. Instead, I would send them all to Google Reader (another tool). If you want to learn more, look at: [How to Use Google Alerts](#).

2. RSS Feeds. I would subscribe to industry publications, general news publications, and blogs I enjoy. Again, I would not send any subscriptions to my email. I want them all to go to Google Reader. Kevin O'Keefe wrote a great blog post about RSS feeds making a comeback with tablets and apps. Kevin mentions some of the apps below.

3. Google Reader. I would use Google Reader to organize my feeds and alerts. I would set up folders. So, I might have folders for each client, each competitor, and each industry topic. Because my other subscriptions or alerts would be for news, sports, my college (Virginia Tech), my current hometown (Dallas), travel etc., I would have folders for those topics also. Kevin has created a video: [Google Reader in Plain English](#).

4. Zite. It is an iPad/iPhone app that creates magazines on topics of interest to you. It goes out and locates what has been written on those topics. It can also be used as a dissemination tool to send articles found by email to clients/contacts or to Twitter and other social media sites. To learn more, read and watch: [3 More Reasons You Should Use Zite as Your Personal Digital Magazine](#).

5. FeedReader Pro and Mr. Reader. These are additional iPad/iPhone apps that create a distribution tool for the materials in your Google Reader.

To learn more, read: [FeedReader RSS Reader — My Favorite iPad RSS App Now Works on iPhone](#).

6. Flipboard. It is another iPad/iPhone app that creates magazine-looking pages of your home pages on LinkedIn, Facebook, Twitter, and various other sites. To learn more, read: [How to Use Flipboard for the iPad](#).

7. Slideshare. It is an add-on to LinkedIn, but it also is a website of its own. I use it to upload pdf versions of my presentation slides. In some cases, I have added video to the beginning of the presentations. I make people aware of these presentations by linking to the slides on Twitter and in LinkedIn Groups. If you go to [Slideshare.net](#) and research my name, you can see the presentations I have uploaded and more importantly, the number of people who have viewed them. To learn more, watch: [How to Use Slideshare for Business](#).

8. HootSuite. I use it as a disseminational tool. I can send my blog, my presentations, etc. to LinkedIn, my Facebook Coaching Page, and Twitter all at once and I can set the time and places where I want the materials to be posted. To learn how to use HootSuite, watch: [How To Use HootSuite — A Quick Start Guide for Beginners](#).

As you will see, these tools enable you to easily:

- Research;
- Organize;
- Distribute both in real time and scheduled for the future;
- Connect;
- Engage; and
- Repurpose materials your clients will value.

I hope I have given you some ideas. Do you want to learn more? I am planning a webinar on all that I covered above. If you are interested in participating, contact Joyce at jflo@cordellparvin.com.