



**Tech Tips to
Increase Efficiency &
Decrease Costs**

by Damon Duncan

Dropbox

- Allows you to save documents in the cloud.
- Replaces USB drives and the need for big hard drives.
- 2GB for free
- Automatic backup
- Can be a temporary server
- Share files immediately
- Updates immediately



Dual Monitors

- Critical to being paperless or going to less paper.
- A University of Utah study showed that dual monitors increased productivity up to 44%.
- Ability to run multiple programs at once.



Fujitsu ScanSnap S1500

- It just works
- Starting at \$455
- Works with PCs and Macs
- 20 ppm
- Scans duplex & different sizes
- Comes with Adobe Acrobat (\$300)





- Free
- Tracks spending and visually shows progress.
- Customize categories such as rent, marketing, insurance, etc.
- Mint Video

Ruby Receptionist



Skype

- VoIP = Voice over Internet Protocol
- Make phone calls over the Internet
- Phone = lifeline of a new practice
- Incredible flexibility
- Video Calling for Virtual Connection
- Communication Within the Office



99designs.com

- Crowdsourcing
- Let professionals compete for your money.
- Logos, websites, business cards, etc.



Google Reader

- Aggregation tool
- Can view the most recent posts from your favorite blogs and websites all in one place.
- Can have multiple accounts (marketing, family law, technology). Great for developing blog post ideas for own website.

- Home
- All items (1000+)
- Starred items
- Your stuff
- Shared items
- Notes
- Trends
- Browse for stuff

People you follow

You can now search for people sharing publicly in Reader.
[Search for some people](#)

Stephen Shaw
[Sharing settings](#)

Explore

- Recommended items
- Recommended sources
- [View all recommendations](#)

Subscriptions

- Blog For Profit (2)
- Divorce Discourse - F... (2)
- Duncan Law | Charlott... (7)

A look at what's new

Divorce Discourse - Family Law Technology, Management, Marketing (2)

[The Easy Way to Handle Employee Reimbursements](#) [image: Expensify Dashboard] Do you have a pile of receipts on your desk waiting for reimbursement? Isn't that pile the last thing you want to deal with? Expense reimbursements are a pain. Employees are out and about incurring a variety of expenses. ...



How a Two-Minute Call Changes Your Clients' Opinion of You [image: Crystal Buchaluk]

Crystal is one of our paralegals. Part of her job (a pretty important part, actually) is calling every single client with a pending QDRO (Qualified Domestic Relations Order) or absolute divorce. We've got about 60 or more ...

Social Media Examiner: Your Guide to the Social Media Jungle (1)

[Location-Based Services: Foursquare vs. Facebook Places](#) [image: social media tools] Ask any marketer about trends for 2011 and you'll undoubtedly hear the phrase "location-based services." However, among Foursquare, Facebook Places, SCVNGR, Gowalla and many others, marketers have a lot to choose from. ...



Blog For Profit (2)

[11 Reasons Your Business Should Be Online](#) Here are some good reasons your business should be online. 1. *78% of Internet users conduct product research online.* 2. *57% of businesses have acquired a customer through their company blog.* 3. *67% of B2B companies and 41% of ...



[Changes coming to Blog For Profit](#) [image: Change Ahead] I knew it had been a while since my last post here on Blog For Profit. In fact, my last post here was on January 27th. It is not that I didn't have ideas or topics I could have written about. It is not because I don't enjoy ...

Lawyerist (47)

Open Office

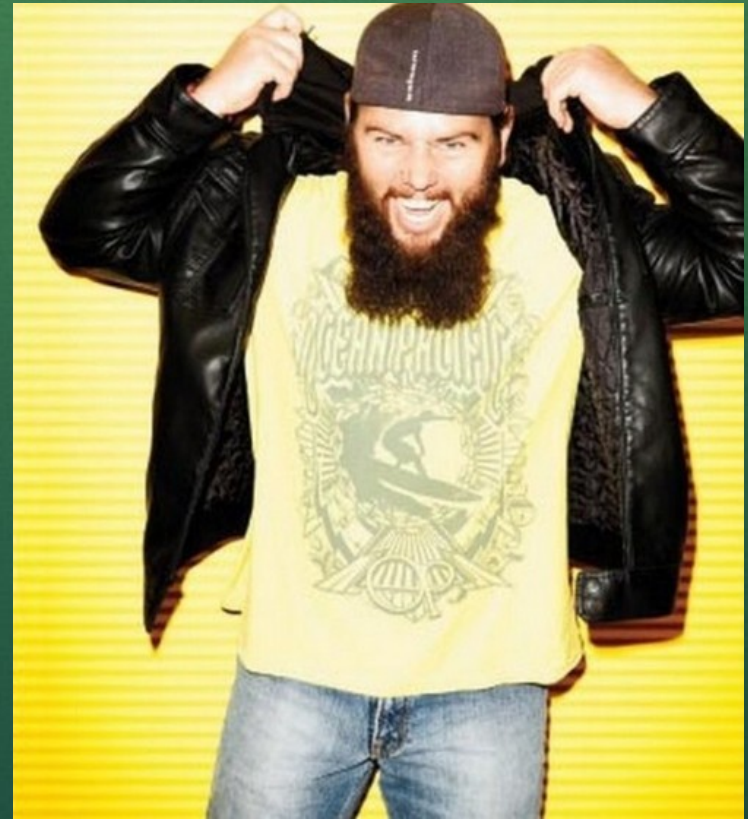
- Open source version of Microsoft Office or WordPerfect
- Not as strong as it once was but still good.
- Free.
- May of the same features of Word.





Broadcast Yourself™

- Best “school” online.
- YouTube videos now show in Google search results. (Universal Search Results)
- Videos are a great way to introduce yourself to your clients in a personal way.
- In my opinion, best online marketing tool.



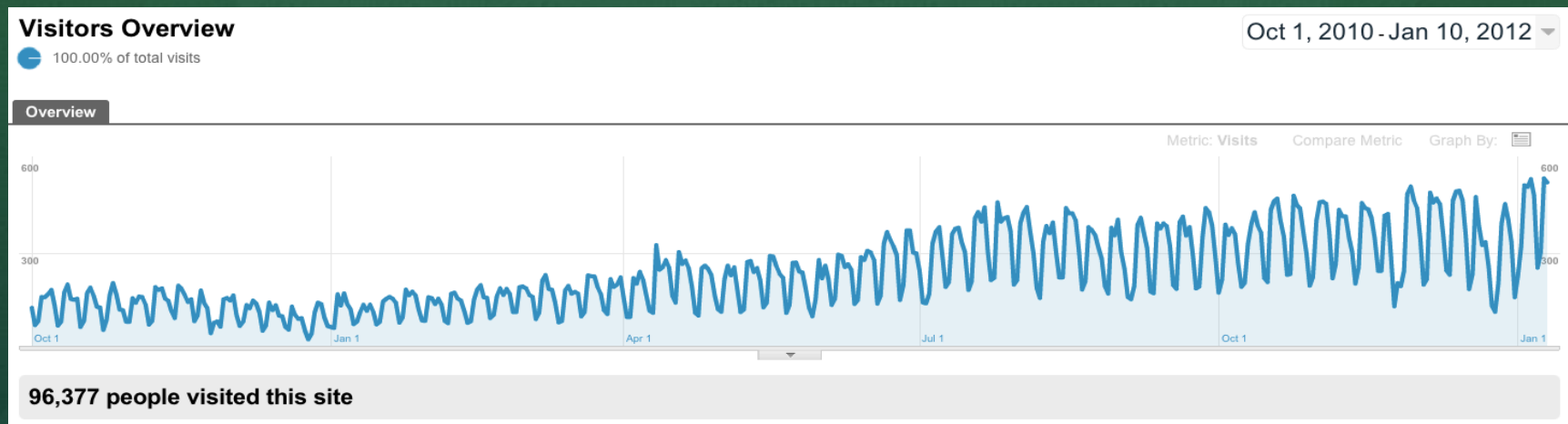
Fastcase

- A database of case law for attorneys to use in researching cases and statutes.
- Functions similarly to Google.
- Free with a North Carolina Bar Association membership.



Google Analytics

- Easy way to track visitors to your website.
- Can be filtered by time, date, traffic source, keywords, location.
- Lets you know what people are typing in a search engine to find you.



LogMeIn

- Allows you to log in to your computer remotely from another computer, iPad, or iPhone.
- Is free on your computer (with options to upgrade).
- Secure – you set your own login and password for the program.



Google Chrome



- The fastest internet browser available
- Smooth, easy to use interface
- Lots of plugins
- Incredibly stable

QR Codes

- Relatively new – a code that looks similar to a bar code.
- Becoming popular on business cards.
- Can be set to link to almost any website or to a downloadable v-card for contacts.
- Codes are scanned with smart phones.



Google Places

- The best and easiest way to get potential clients to find you online.
- Free.
- Need a physical address.
- Becoming competitive.

Google Places

[Greensboro, NC Bankruptcy Lawyers](#)

www.duncanlawonline.com/bankruptcy/greensboro-bankruptcy-law...

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★★★★★ 21 Google reviews

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1 Google review

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Greensboro
(336) 856-1234

B 1101 West Market Street
Greensboro
(336) 274-0352

C 706 Green Valley Rd
#505
Greensboro
(336) 272-2157

D 2400 Freeman Mill
Road
Greensboro
(336) 217-0652

Map for greensboro bankruptcy lawyers



www.totalbankruptcy.com

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Jing

Check out
[this video about Jing.](#)

Square / Intuit GoPayment

- Ability to take credit cards “on the fly.”
- Slide the credit card and can sign on your touch screen on your smart phone or tablet device.
- 2.75% + \$0.15 transaction fee



GetHuman.com



- Don't be placed on hold again.
- Database of phone numbers and extensions to dial to reach a human at large companies.
- Reach a live person in the customer service department almost instantly.

Small Business Administration

- Resource for almost all things small business.
- Business Plans, checklists, fillable PDFs, obtaining loans
- Offer free training programs from Service Corps of Retired Executives and others.



Stamps.com / Endicia.com



- Online/printable postage
- Order labels (you have to use theirs usually) and print all of your own postage in your office.
- Customizable postage and can do certified mail through similar carriers.

eFax



- Electronic fax system.
- Receive faxes via email.
- Saves paper and ink – print only when you need to.
- You still have a fax number to give out – so the other party doesn't know that yours are sent and received electronically.

Google Voice



TrueCrypt

- Free
- Over 21.5 million downloads
- Encrypts the file so it is completely protected.
- Many are doing this with jump drives.



Keyboard Shortcuts

- Command or Control +



- C = Copy
- V = Paste
- Z = Undo
- P = Print
- F = Find

Cloud Backup + External Hard Drive

- Cloud Backup = Dropbox or similar program
- Don't just depend on "the cloud", back up with an external hard drive at least periodically.
- Saves time, money and keeps away major headaches.



HowSecureIsMyPassword.net

- 5 Worst (easily hacked) Passwords:
 1. password
 2. 123456
 3. 12345678
 4. qwerty
 5. abc123
- Song lyrics, quote from a book
- Replace A's with @ and S's with \$

HowSecureIsMyPassword.net

HOW SECURE IS MY PASSWORD?

It would take a desktop PC
About 6 quintillion years
to hack your password



Length: Long

Your password is over 16 characters long. It should be pretty safe.

Craigslist

- An online “garage sale”.
- Free to list your items.
- Buy used office furniture, storage cabinets, etc. in your area at low prices.



WebEx or GoToMeeting.com



- Great way to have clients see your computer as you are demonstrating something to them.
- Great for tutorials for staff.
- Can be used to explain documents to clients virtually.