

Tips for small businesses and professionals

From: Your Legal Resource, PLLC



Lori T. Williams, Esq.

"Your Connection Partner"

If you have an ideal referral partner or strategic partner in mind, tell me about it. Perhaps someone in my network would love to meet you. My gift is connecting people for their mutual benefit, and I'd love to be your connection partner for legal or other professional resources you need in your business. Contact me at:

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Our Services:

Lori T. Williams is a 20 year attorney and owner of a legal referral service known as Your Legal Resource, PLLC. She connects individuals and small businesses in need of legal advice or representation with the right lawyer. Her team of attorneys cover all areas of specialty throughout Metro Detroit. Lori also helps solo and small firm attorneys start and grow their practices by effectively branding and marketing themselves, mastering networking, and creating effective strategic relationships to generate clients and revenue.

Want To Increase Your Bottom Line in 2010?

Increasing one's bottom line seems to be the focus for 2010. What's your strategy for doing so? Many businesses and professionals are looking for new ways to market themselves, network more effectively, create referral relationships, and figure out social media. While these are all good tools and topics in general, how they are applied or implemented will vary from one company or professional to another, and different rules may apply to different industries. There is no one size fits all way to generate business, and strategies are changing for most of us.

The important thing is to stay current with the online and in person networking and marketing tools, and implement a social media strategy that works for you. No matter your preferred method of networking or marketing, the goal should be to strengthen your brand as well as your relationships with prospective clients, referral sources, existing clients, and your colleagues.

If you'd like help creating or implementing social media strategies for your business, or want to upgrade your website or marketing strategies, let me know. I have a team of people I work with and refer other professionals to.

I have a few events coming up this month designed for attorneys. Feel free to forward these links to any attorneys you know, who you think might be interested in attending:

Click [here](#) for information about a Lunch and Learn on January 19th: Social Media Strategies for Lawyers.

Click [here](#) for information about a 1/2 day workshop on January 28th: Effective Law Firm Strategies to Improve Your Bottom Line.

If you know a litigation attorney, they may want to join us on January 21st for a panel discussion lunch and learn on E-Discovery and how it applies to their practice. Click [here](#) for more information.

If you haven't met with an attorney in the last year or two for a business update, it might be time for a "legal checkup". Just like you visit your doctor, CPA, or financial advisor annually, it's important to meet with your business attorney periodically to make sure you are adequately protected personally and professionally. A business attorney can review your business formation documents to make sure that your business entity still makes sense for your current business model. After having a PC (Professional Corporation) for 15 years, I recently created a PLLC (Professional Limited Liability Company) for my business.

Additionally, a business attorney can review or draft operating agreements, vendor contracts, licensing agreements, buy sell agreements, succession plans, leases, negotiate new contract terms, or advise you about protecting your intellectual property.

Contact me for a referral to one of my trusted legal advisor colleagues for these or other issues pertaining to your business or personal life. I work with professionals in all areas of law throughout South East Michigan.

Wishing you a Happy and Prosperous New Year!

All my best,

Lori

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This Month's Business Spotlight:

Joel Chinsky, Owner of JDCTek LLC
"Your Computer Doctor"

Why, When and How do I backup my data?

The issue of why, when and how to backup data can be a difficult thing to grasp. We all know we need to be doing it, but don't always know what approach to take. It's not a matter of "if" but "when" your computer or MAC hard drive will stop functioning. Numerous studies show a large percentage of companies will actually go out of business from a severe data loss. This is because they have no way to recreate the company client lists, email history, or proprietary data files they need to run their business.

Knowing what steps we must take to safeguard our digital collections of music, family pictures, email history, financial data and documents might seem difficult at first. Many choose to use a flash drive, CD/DVD media, or external hard drives to manually backup data. These methods are acceptable, but it is a manual process and not everyone takes the time or has the time to do this type of backup regularly. More importantly, unless you are a computer expert, you will not know where all of your important computer data resides. The best solution available today is one of the many online backup services that offer "pay per storage" or in some cases unlimited space as your digital world grows. The benefit of these services is that they backup all of the new files you create, digital pictures you transfer, emails you received in Outlook, and all other data every 24 hours.

If you were to lose your computer to hard drive crash, fire, flood, or theft, you would be able to retrieve all of your data from these online backup companies and continue with business as usual, without suffering a \$1,000-3,000 data recovery bill. The service I use for my business computer and have helped over 100 people this year set up, is [MOZYHome](#). [MOZY Home](#) offers great support, unlimited storage and they use the latest and strongest encryption technologies to safeguard our data. Their encryption tool is triple the industry standards for online banking. I have had hands-on experience with restoring data with clients using [MOZY Home](#), and it was a very smooth process. I highly recommend this service to anyone looking to protect their digital world.



After working for great companies throughout his career such as Ford, Pfizer, Domino's Farms, Johnson Controls, and Rockwell International, Joel started his own company known as JDCTek LLC. The diversified software and hardware Joel has been exposed to throughout his career molded him into an expert technician. The core of Joel's business is computer Optimization, which not only fixes the immediate issue, but actually improve upon the functionality

of the entire computer system thereby improving his client's overall productivity. For more information, visit www.JDCTek.com.

Testimonials:

"Lori is truly a wonderful connector of people. I have found her to be reliable, to have excellent legal network resources, and to provide first class follow-up. Her objective is always the same - provide legal resources to people in need of legal advice or representation and make certain that they are treated extraordinarily." *Jeff Ivory, Wealth Management Strategist, Partner at Stonebridge Financial Partners, LLC*

"Lori gave me great advice while I was in the process of starting my own agency in Birmingham. I feel like I can go to her with ANY question regarding my agency, networking, marketing, and more. As a small business owner herself, she has experienced many of the same things I am going through right now. She recommended many great professionals whom I hope to do business with in the future. I would recommend Lori to anyone!"
Amanda Kugler, Agent, Michigan Farm Bureau Insurance

"Lori was very insightful and gave many positive and productive recommendations. She put me in contact with all the right people to implement my strategies and the results have been wonderful. Many thanks, Lori." *Kari Marcus, Attorney*

"Lori knows networking like no one else. She gave me some great one-on-one tips for marketing my practice on a budget. I also attended one of her lunch seminars and found it to be packed with great advice and tools for improving and expanding my business." *Todd Barron, Attorney*

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