

How Twitter Got Me Published

My first book will be published on September 1st, 2009. The title is [Social Media for Lawyers: Twitter Edition](#). The path I took to get here, is so strange that I wouldn't have believed if I hadn't just lived through it.

I got on Twitter for the first time back in January of 2009 because I was trying to get another manuscript published, "The Year of 12 Virtues." A friend told me that Twitter and a blog would be a big help in getting me published. As soon as I got on Twitter, I quickly realized that I loved Twitter. It is such an amazing marketplace of ideas.

Things were very slow at my law firm at the time, so I dove in- learned everything I could about this amazing tool called Twitter. I wasn't getting much traction for my Virtues book, but the longer I spent on Twitter the more I liked it. I was meeting amazing people, learning how to spread my message, and bringing in legal clients.

The real breakthrough came when I attended the ["Get-A-Life" Conference](#) put on by Total Attorneys. Because of my success on Twitter, they invited me to attend the conference for free as "press." I sat towards the back where I met Niki Black, Allison Shields, and Gwynne Monahan who were Twitter lovers like myself. We were 4 of maybe 7 individuals with laptops open, live tweeting during the event. The other 200 attendees were simply sitting taking notes. It occurred to me at that moment that lawyers didn't know how to use Twitter. They were missing out on the amazing opportunities, connections, and new business because they didn't know how to use the tool. Most of them didn't have 300 hours to put into learning all the tricks of Twitter, (somehow I can't stop thinking of things in terms of billable hours spent) so there needed to be a guide to help them quickly and efficiently get set up on Twitter, and start engaging in a meaningful way.

I came home from the conference, and I put my consulting business on hold. For the next month I woke up at 6:00 AM every morning and I wrote my Twitter for lawyers book. After a few weeks I was done. I remember thinking, what now? I don't know any legal publishers, and I'm not really sure they would even want to publish a book like this. So I decided to self-publish, maybe it was vain- but at least I would have a book to my name, even if it only sold a few dozen copies. Then I received a forwarded email that changed everything.

Social Networking for the Legal Profession

Managing Partner magazine's new report Social Networking for the Legal Profession is now available. It provides best practice examples, and clear strategies for adopting and exploiting social networking for business, both

internally and externally for operations, communication, and business development strategies.

The email went on to say that this report was being published by ARK Group, and the cost was \$300. Wow, I wonder how well the book is selling? So I looked up the phone number for the North American Director of Marketing, Daniel Smallwood, and I gave him a call. Turns out, the report was selling like hotcakes, more than they ever expected. And so I asked,

“How would you like to publish my book, Twitter for Lawyers?”

“At this point we would publish ANYTHING related to social media, but I can’t make the call- you’d have to speak with Anna in London, but she has already gone home for the night.”

After exchanging emails, sending out a sample chapter, and talking on the phone- I had a contract in hand for my first book: [Social Media for Lawyers: Twitter Edition](#). Now here we are, two months later- and the book is about to go to press. This week 30,000 emails will go out to lawyers all over the country about my book. The week after that 100,000 lawyers in England, Europe, and Australia will be notified about the book.

My Virtues book will still be published next summer by Shadow Mountain, but the [Twitter book](#) was able to be published much more quickly. I always tell attorneys about the dynamic nature of Twitter, where things happen much more quickly than in the REAL world. I guess this is just another example for them.

The book can be purchased at a discounted pre-publication rate here:
<http://www.amazon.com/gp/product/1906355630>