

# Zen & The Art of Legal Networking

INSIGHTS & COMMENTARY ON RELATIONSHIP BUILDING WITHIN THE INTERNATIONAL LAWYERS NETWORK

PUBLISHED BY

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## Zen & The Art of Legal Networking

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### LinkedIn Tutorials - Is there an App for That? Part I

We've got our LinkedIn profile, and we're connecting and engaging with people, so what's left? Plenty.

LinkedIn used to be very one-dimensional - you would have a profile and could connect with people, but that was mostly it. Then, they began to develop more tools for engagement and to enhance your LinkedIn experience - this is where applications come in.

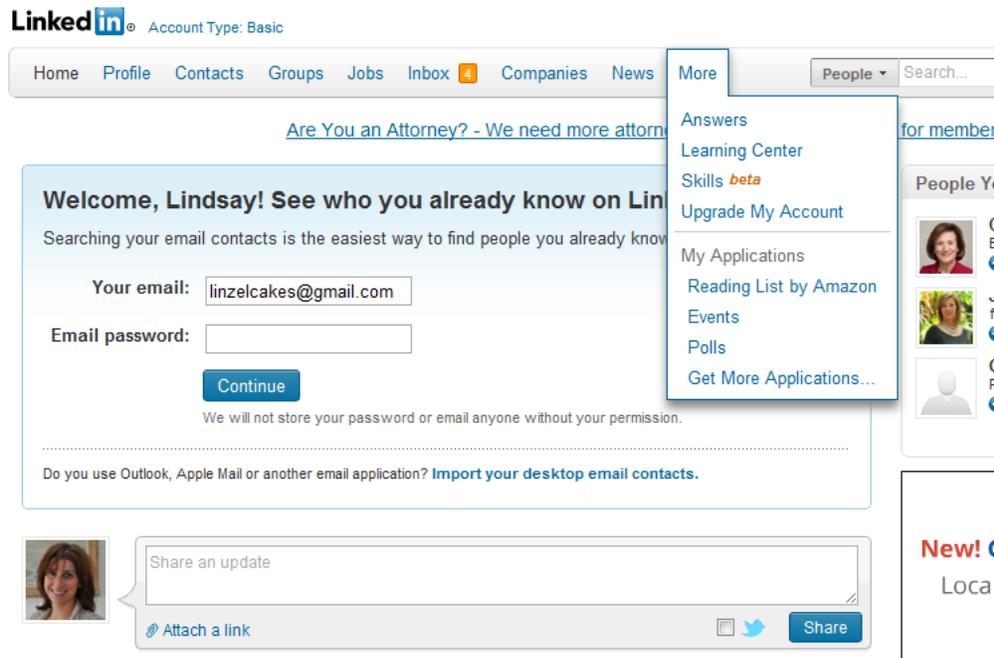
Let's start with apps *for* LinkedIn - the kind for your smart phone. Do you have a BlackBerry, iPhone or Droid? Well then, there's a LinkedIn app for you.

This will allow you to have access to your LinkedIn account while you're on the go, instead of always having to be at your computer.

But LinkedIn itself offers applications within its framework that can enhance your experience - some are directly from LinkedIn while others are from third parties. I'm going to break this into multiple installments, since there is a LOT of information to be shared about applications! Today's post will cover SlideShare, JD Supra's Legal Update and Lawyer Ratings.



To add an app, we'll start from the home page. Mouseover the "More" item in the menu, and a drop down menu will come up:



At the bottom of that menu, you'll see a link for "Get More Applications..." Click on this to go to the applications page. (You'll note that there's no shortening of "Applications" to "Apps" here on LinkedIn - that's an Apple term!)

On the applications page, you'll see 20 applications. If you're using Facebook, you might be worried that there are thousands of applications on LinkedIn that you can use and it will quickly become overwhelming. But LinkedIn keeps it much simpler, and we'll go through each of the applications here as well as how to install and use the most important ones.

LinkedIn Applications enable you to enrich your profile, share and collaborate with your network, and get the key insights that help you be more effective. Applications are added to your homepage and profile enabling you to control who gets access to what information.



#### Reading List by Amazon

by Amazon

Extend your professional profile by sharing the books you're reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.



#### E-Bookshelf

by FT Press

Tap into the insights of the leading minds in business. E-Bookshelf by FT Press-essential reading for success. Read quick, concise business and career lessons from the top experts. Read the content you want, when you want and at a great value.



#### Portfolio Display

by Behance

Showcase your creative work in your LinkedIn Profile with the **Creative Portfolio Display** application. Free, easy to manage, and supports unlimited multimedia content.



#### Real Estate Pro

by Rofo

Access your local real estate and office space market. Follow active brokers, agents and professionals. Track new property listings and available spaces and stay informed of completed deals in your area.



#### Events

by LinkedIn

Find professional events, from conferences to local meet-ups, and discover what events your connections are attending.



#### Google Presentation

by Google

Present yourself and your work. Upload a .PPT or use Google's online application to embed a presentation on your profile.

These applications will switch order every time you go to this page, but in essence you have:

- SlideShare Presentations
- Lawyer Ratings
- Polls
- Reading List by Amazon
- Company Buzz
- Real Estate Pro
- My Travel (Triplt)
- WordPress
- Box.net Files
- Legal Updates (JD Supra)
- Projects and Teamspace
- Huddle Workspaces
- GitHub
- Portfolio Display
- Tweets
- Google Presentation
- E-Bookshelf
- SAP Community Bio
- Events
- Blog Link

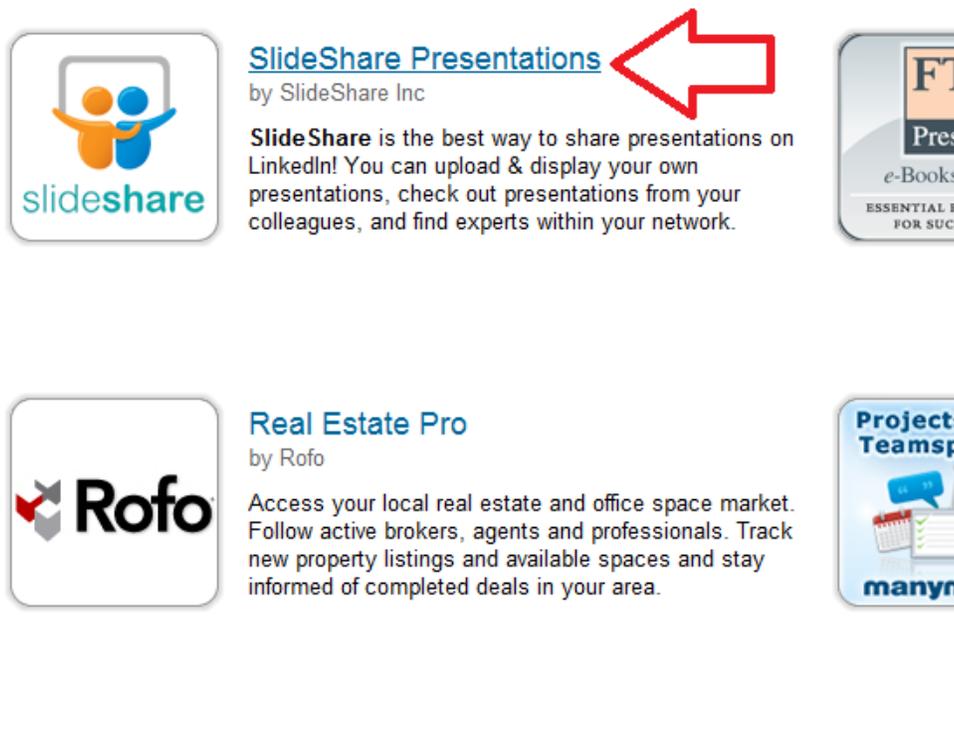
You can see from some of the names of these that they won't be relevant to you, so we'll only be touching on those briefly. As a note, you can only have 15 applications installed on your home page, and 12 on your profile - you'll get a message from LinkedIn that you have to remove an application if you have exceeded your limit (Not sure how to do that? See [here](#) for instructions).

## SlideShare Presentations

SlideShare is a separate company that allows you to share presentations, documents and professional videos. Their basic account is free, but they also offer a pro account.

On LinkedIn, the SlideShare presentations application will allow you to share presentations and documents with your LinkedIn network. A number of different formats are supported, and you can either use your existing SlideShare account to import existing presentations, if you have one, or sign-up with them through LinkedIn. For their full application information, see [their LinkedIn page](#).

To add an application, click on the link next to the



The image shows two application cards from LinkedIn. The top card is for 'SlideShare Presentations' by SlideShare Inc. It features the SlideShare logo (two stylized figures, one orange and one blue, holding hands) and the text: 'SlideShare Presentations by SlideShare Inc. SlideShare is the best way to share presentations on LinkedIn! You can upload & display your own presentations, check out presentations from your colleagues, and find experts within your network.' A red arrow points to the title 'SlideShare Presentations'. To the right of the card is a partial view of another application card titled 'FT Pres e-Books ESSENTIAL R FOR SUCH'. The bottom card is for 'Real Estate Pro' by Rofo. It features the Rofo logo (a stylized 'R' with a red and grey arrow) and the text: 'Real Estate Pro by Rofo. Access your local real estate and office space market. Follow active brokers, agents and professionals. Track new property listings and available spaces and stay informed of completed deals in your area.' To the right of this card is a partial view of another application card titled 'Project: Teamsp many'.

graphic:

What does adding an application mean in practice? It's two-fold, which is true of most applications in LinkedIn. When we add an application, you'll see that there are generally two check boxes - one to display the application on your profile, and one to display it on your LinkedIn home page.

## SlideShare Presentations

SlideShare is the world's largest community for sharing presentations. You can:

- share presentations & documents with your LinkedIn network
- upload portfolios, resume, conference talks, PDFs, marketing/sales presentations etc
- display them on your LinkedIn profile
- all formats supported: ppt, pps, pptx, odp, pdf, doc, docx, odt, Keynote, iWork pages
- embed YouTube videos in presentations, add audio to make a webinar

If you have a [SlideShare.net](#) account, you can import your existing presentations into LinkedIn. If you don't have one, signup from LinkedIn to share your presentations worldwide and get more views/traffic.

SlideShare is present on both LinkedIn and Facebook. Sync both these accounts with SlideShare and you have a holy triad. Upload to any one — SlideShare, Facebook or LinkedIn and it will show up instantly on all three.

[Terms of Use](#) | [Privacy Policy](#)

You can decide whether you want to display the application on both or either - let's assume you want it in both places for the purposes of this demo. This is the default, so you can just click the "Add application" button to add SlideShare.

When you add this application, the next screen will ask you whether you want to create a new SlideShare account, or if you want to link to an existing

SlideShare

[FAQ](#) [Feedback](#)

**Thanks for adding SlideShare to your LinkedIn profile!**

Link your LinkedIn app to your SlideShare.net account, or create new one. Your LinkedIn presentations will show on SlideShare (and vice versa), get views globally and get indexed by search engines.

**Create & link new SlideShare.net account**

Username

Password

Email

Agree to TOS?

**Or link existing SlideShare.net account**

Username or Email

Password

[Forgot password?](#)

account:

Since I created a SlideShare account, I'll just log into to that one, but if you're creating a new account, just choose a username and password, and add your email address before clicking "Create."

On your home page, you will now have a box that says "SlideShare Presentations" and this will show the latest presentations from people in your network. It also has easy links for you to upload a presentation or see the most popular presentations (not limited to your network):

SlideShare

slideshare presentations

Latest from your connections

 **Shake**  
17 hours ago

 **What you wish you knew before you became a teacher**  
17 hours ago

 **An Evolutionary Pathway to Optimal Mental and Physical Health**  
23 hours ago

[Upload a presentation](#)

[View latest network activity](#)

[View most popular presentations](#)

But on your profile page, the presentations that you've uploaded will be the ones to appear, thus highlighting your content to anyone looking at your profile.

2011 Asia Pacific Regional Meeting Pr...



INTERNATIONAL LAWYERS NETWORK

For over six years, the ILN has brought you great information on marketing & business development.

Now we bring you...

**FIVE HOT TIPS FOR BUSINESS/CLIENT DEVELOPMENT**

1 / 48

[More from your industry](#) | [More from connections](#) | [Customize this?](#)

 slideshare

**PRO** [Get a branded channel. Go Pro »](#)

I recommend when uploading a presentation, you identify first whether it's a complete package - for example, if you focus mostly on speaking during your presentations and have slides that are mostly images (the preferred presentation style, by the way, but that's another post), your presentation slides won't make much sense as a standalone. You can record your voice along with the slides and then upload that, or only include those presentations that make sense as a standalone piece.

But let's say you have a standalone piece and you want to add a presentation. From your home page, you'll again mouse over the "more" menu item. You'll see that since you added the application, it now appears in this list:

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 4 Companies News More People Search

Carbonite Business Backup - Back up SMB data from

Welcome, Lindsay! See who you already know on LinkedIn

Searching your email contacts is the easiest way to find people you already know

Your email:

Email password:

[Continue](#)

We will not store your password or email anyone without your permission

Do you use Outlook, Apple Mail or another email application? [Import your desktop email contacts.](#)

Share an update

- Answers
- Learning Center
- Skills *beta*
- Upgrade My Account
- My Applications
- Reading List by Amazon
- Events
- Polls
- SlideShare Presentations
- Get More Applications...

Click on this link to go to your presentations home page:

SlideShare [FAQ](#) [Feedback](#) [Browse](#)

  [Search](#)

Home Explore Your Connections Your Slidespace [Upload](#) + Link your SlideShare account

Tip: Do you know the extra LinkedIn features you get with SlideShare PRO?

Presentations

- Favorites
- From your Industry
- App Settings



**2011 Asia Pacific Regional Meeting Pr...**  
55 mins ago  
1 view  
[Edit](#)

You'll see that I already have an item uploaded. There are a few things you can do here besides uploading your own presentations. There are five tabs at the top - Home, Explore, Your Connections, Your Slidespace, and Upload. Let's first click on Home:

### Featured Presentations



**Shake**  
18 hours ago



**What you wish you knew before you became a teacher**  
18 hours ago



**An Evolutionary Pathway to Optimal Mental and Physical Health**  
1 day ago

### Latest from your industry



**2011 State of Social Media Sponsorships**  
8 hours ago



**Mobile Key Component Of Your Marketing Strategy**  
9 hours ago



**Keynote paper iclbh2011**  
13 hours ago

Here, you'll see featured presentations and the latest from your industry. Then, click "Explore."

### Most Viewed

[Webinars](#)

[Featured](#)

[Most Downloaded](#)



**Crear una cuenta de Correo Electrónico...**  
4 years ago



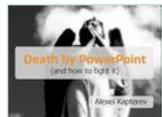
**Twitter Promotions**  
1 year ago  
8 views



**The Brand Gap**  
4 years ago  
112 views, 3 comments



**Meet Dave Meet SlideShare**  
3 years ago  
15 views



**Death by PowerPoint**  
4 years ago  
25770 views, 142



**Shift Happens**  
4 years ago  
22117 views, 114



**Aprender a fazer slides com o power p...**



**The Real Life Social Network v2**  
1 year ago

This will let you see a sampling of other presentations that have been included, from the most viewed, to webinars, to those that are featured, and the most downloaded. You can click on any of these to view the presentation. Not sure why you'd want to do this? Sometimes I get my best ideas by looking through other people's creations to get inspired. Your next great presentation idea may come from here.

You can also see presentations right from your connections, by clicking on the "Your Connections" tab. Since I don't have many connections, there are no presentations that appear in this tab for me, so I won't share a graphic.

To upload a presentation of your own, click the "Upload" tab.

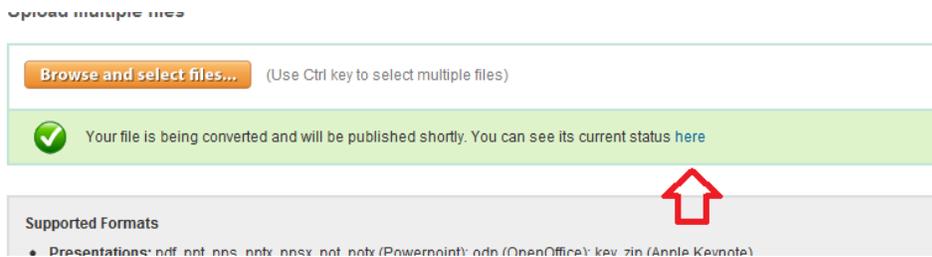
The screenshot shows the SlideShare website interface. At the top left is the SlideShare logo. To the right are links for 'FAQ', 'Feedback', and 'B'. Below the logo is a search bar with a 'Search' button. The navigation menu includes 'Home', 'Explore', 'Your Connections', 'Your Slidespace', and 'Upload' (which is highlighted). A yellow banner below the navigation says 'Tip: Do you know the extra LinkedIn features you get with SlideShare PRO?'. The main content area is titled 'Upload multiple files' and contains a 'Browse and select files...' button with the text '(Use Ctrl key to select multiple files)'. Below this is a 'Supported Formats' section with a list of supported file types: Presentations (pdf, ppt, pps, pptx, ppsx, pot, potx), Documents (pdf, doc, docx, rtf, xls), and Videos. It also states a maximum file size of 100MB and provides troubleshooting tips and copyright information.

This brings you to the upload page, where you can see the supported formats, limits on file size, and browse to select your file. Once you've browsed and selected your file, it's automatically uploaded:

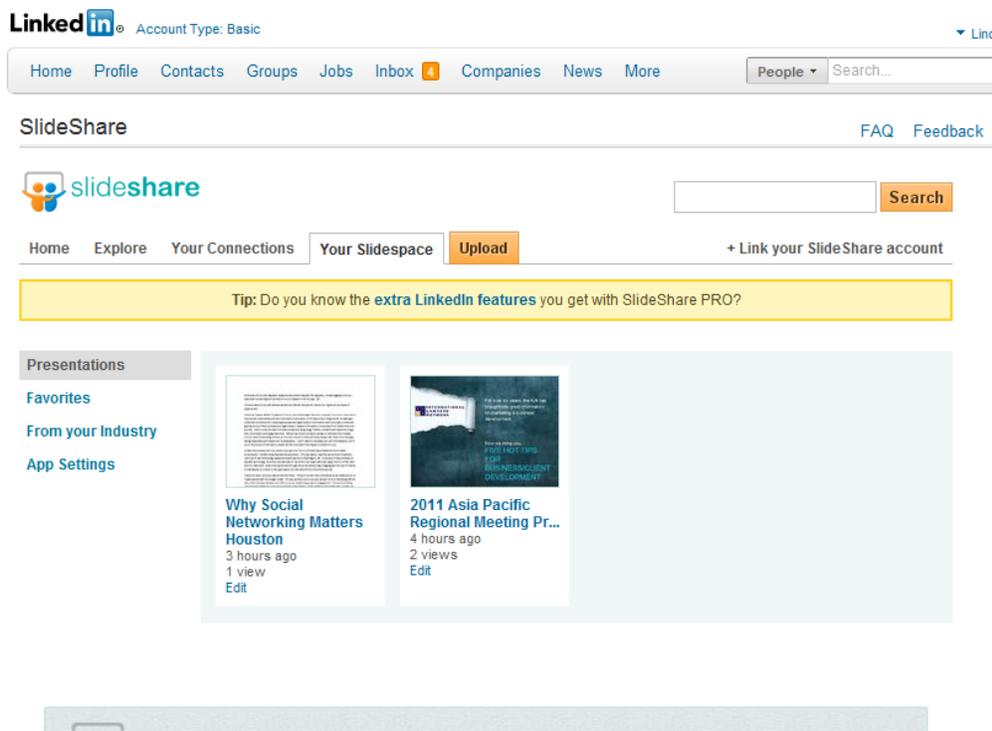
This screenshot shows the SlideShare upload page after a file has been selected. The 'Upload' tab is still selected. The 'Browse and select files...' button is now disabled. The main content area is titled 'Upload multiple files' and contains a form for adding metadata. The form has three main sections: 'Title \*' with the text 'Why Social Networking Me', 'Description' with a large text area, and 'Tags\*' with a text input field and the instruction 'Separate tags with commas'. There is also a checkbox for 'Allow file download' which is checked, and a 'Publish' button. Below the form is the 'Supported Formats' section, which is identical to the one in the previous screenshot, listing supported file types and a 100MB limit.

You can edit the title, add tags (which will help people to find it when they're searching), add a description, and decide whether you want to allow people to download the file. Once you've taken care of those options, click Publish.

SlideShare tells you that it will take a few minutes for your presentation to appear, but you can track its status by clicking the link:



Once it's uploaded, it will appear on your profile page, and be accessible through your SlideShare application.



## Legal Updates - JD Supra

Arguably one of the most important applications on LinkedIn for lawyers is the JD Supra Legal Updates application.

Why? Because you can read legal updates on your home page - customized to those that are most relevant to you, you can follow subjects, and research legal issues. And while that's valuable to you, professionals who add the JD Supra application can be getting relevant information from YOU.

Using JD Supra, you can showcase your expertise by uploading content, and as we talked about yesterday, when someone else likes or shares your content, your influence is extended

past those directly in your network. And if you have a pro account, you get even greater distribution - we're a client of JD Supra's, and in the past eight days, we've had over 5,000 views of our documents. That makes me one happy client! And although for the most part I'll generally recommend sticking with the free versions of things, this is one case where I do urge you to speak further with JD Supra to see if a pro account is right for your firm.

But back to LinkedIn - once again, we'll get to the JD Supra application page by clicking on the name of the application next to the image:

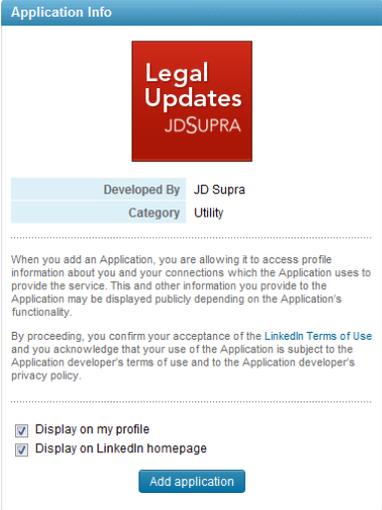
Applications [FAQ](#) [Feedback](#) [Browse More Applications](#)

### Legal Updates

**Application Preview**



**Application Info**



Developed By JD Supra  
Category Utility

When you add an Application, you are allowing it to access profile information about you and your connections which the Application uses to provide the service. This and other information you provide to the Application may be displayed publicly depending on the Application's functionality.

By proceeding, you confirm your acceptance of the [LinkedIn Terms of Use](#) and you acknowledge that your use of the Application is subject to the Application developer's terms of use and to the Application developer's privacy policy.

Display on my profile  
 Display on LinkedIn homepage

[Add application](#)

**Legal alerts that matter to you, from lawyers on LinkedIn.**

**Professionals:**

- Read indispensable legal updates directly on your homepage.
- Customize your legal updates with subjects that matter to you.
- Follow Real Estate, Insurance, Business, IP, Employment, Banking & Finance, Energy, Bankruptcy, Tax, and numerous other subjects.
- Connect to lawyers whose work you've read and insights you value.
- Research legal issues by browsing and searching JD Supra's database on LinkedIn.

**Lawyers:**

- Showcase expertise: upload your articles, newsletters, blog posts, other legal docs directly on LinkedIn.
- Be found in LinkedIn's only searchable/browsable repository of legal information.
- Extend your influence as contacts share your legal updates.
- Deliver your work beyond your network with Custom Distribution.
- Allow your writing to help you connect with decision makers throughout the world's largest business network.

I highly recommend keeping both boxes checked - displaying the legal updates application on your profile allows any of the documents that you upload to be highlighted on your profile page, while displaying the application on your home page enables you to get legal news relevant to you.

Once you've added the legal updates application, you're invited to enter your email address to receive a weekly digest of key legal updates in your industry. If you're not going to be checking into LinkedIn regularly, I highly recommend doing this - plus, this is the only way you can customize the feeds to your preferred subjects. Once you input your email address, you'll be taken to a page where you can see which business information you've been subscribed to based on your industry.

Great! Based on your industry, you are now subscribed to the following legal subjects. [close X](#)

Customize your weekly email updates at any time. Choose additional topics below:

- Account
- Account Overview
- Edit Feeds
- Edit Favorites
- Manage Email Updates
- Manage Documents
- Edit Account Settings
- View Analytics
- Upgrade

**Legal Updates by Email** To: LinzelCakes@gmail.com [\[edit\]](#)

Timely business information, delivered weekly to your inbox. Deselect any checked box to unsubscribe. Select additional subjects at any time...

<input type="checkbox"/> Administrative Law	<input type="checkbox"/> Indigenous Peoples
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Insurance
<input type="checkbox"/> Alternative Dispute Resolution (ADR)	<input type="checkbox"/> Intellectual Property
<input type="checkbox"/> Antitrust & Trade Regulation	<input type="checkbox"/> International Law & Trade
<input type="checkbox"/> Art, Entertainment, & Sports Law	<input type="checkbox"/> Labor & Employment Law
<input type="checkbox"/> Bankruptcy	<input checked="" type="checkbox"/> Law Firm Marketing <small>subscribed</small>
<input type="checkbox"/> Business Organizations	<input checked="" type="checkbox"/> Law Practice Products & Services <small>subscribed</small>
<input type="checkbox"/> Business Torts	<input type="checkbox"/> Maritime Law
<input checked="" type="checkbox"/> Civil Procedure <small>subscribed</small>	<input type="checkbox"/> Mergers & Acquisitions
<input checked="" type="checkbox"/> Civil Remedies <small>subscribed</small>	<input type="checkbox"/> Military Law
<input type="checkbox"/> Civil Rights	<input type="checkbox"/> MLM / Direct Sales
<input type="checkbox"/> Commercial Law & Contracts	<input type="checkbox"/> MLM Consulting / Network Marketing
<input type="checkbox"/> Communications & Media Law	<input type="checkbox"/> Nonprofit Law
<input type="checkbox"/> Conflict of Laws	<input type="checkbox"/> Personal Injury

You can uncheck any box to unsubscribe if the subject isn't right for you and subscribe to any subject that you'd like to see more of.

For example, I would uncheck Civil Procedure and Civil Remedies, but keep Law Firm Marketing and Law Practice Products & Services, as well as add MLM Consulting/Network Marketing.

You'll notice that as with other applications, there are a series of tabs across the top that allow you to control and customize your applications.

Legal Updates [FAQ](#) [Feedback](#)

**JDSUPRA** [For Lawyers](#) | [For Everyone](#) | [Contact](#)

Home Browse Portfolio Favorites Feeds **Account** Upload

Great! Based on your industry, you are now subscribed to the following legal subjects. [close X](#)

Customize your weekly email updates at any time. Choose additional topics below:

**Legal Updates by Email** To: LinzelCakes@gmail.com [\[edit\]](#)

Click the "Home" tab, and you'll see a number of things come up. On the upper left hand side is one of the most important - "Upload a Doc Now." If you're a JD Supra client (depending on the level), they will do the work of uploading and distributing your documents. But you can also do it yourself here. Click the button to upload a document:

The screenshot shows the JD Supra website interface. At the top, there's a LinkedIn logo and account information. Below that is a navigation bar with tabs for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is also present. The main content area is titled 'Legal Updates' and features the JD Supra logo and navigation tabs: Home, Browse, Portfolio, Favorites, Feeds, Account, and Upload. A search bar for documents is also visible. On the left side, there's a 'Showcase Your Expertise' section with a yellow 'Upload a Doc Now' button. A red arrow points to this button. Below it is a 'Related Links' section with categories like Bankruptcy, Finance & Banking, Insurance, Intellectual Property, and Labor & Employment Law. The main feed shows two articles: 'Non-Competes: A Matter of Dollars and Sense?' and 'What Every Lawyer Should Learn From President Obama's August 8 Speech'.

You'll be taken to a new page that allows you to choose the type of document you want to upload:

The screenshot shows the 'Upload' page on JD Supra. The navigation bar is similar to the previous page, but the 'Upload' tab is highlighted. On the left, there's a 'Put your work to work' section with four bullet points: 'Upload articles, newsletters, filings, and more', 'Display documents on your LinkedIn profile', 'Engage your network', and 'Deliver your work to business leaders outside your network\*'. The main content area is titled 'What do you want to upload?' and has three radio button options: 'Legal Article/Newsletter', 'Legal Document', and 'Legal Form'. Below these is a section 'Find the document you want to upload:' with a text input field and a 'Browse & Upload' button. A note indicates '(Acceptable Formats: Word [.DOC], [.DOCX] or Adobe [.PDF] | Document Size Limit: 7.5MB)'. At the bottom, there's a footer with various links like 'Help Center', 'About', 'Blog', etc.

Mercifully, JD Supra doesn't allow press releases, just real news content. On this page, you can choose whether you're uploading a legal article or newsletter, legal document or legal form. Then choose the "Browse & Upload" button to find the document you want to upload. You'll note that you can only upload a word document or PDF, with a limit of 7.5MB.

Once you've chosen your document, you're automatically taken to the next page where you can include an article title, the date, the legal system (by country), the subject matter (you can select up to five; these are the same as the subject areas we chose before) and write a document summary of no more than 2,000 characters.

### Document Info

Document Uploaded: WhySocialNetworkingMattersVienna.doc  
Document Type: Legal Article/Newsletter

Article/Newsletter Title\* Tip! Just testing the upload feature of JD Supra  
Document Date\* 08/09/2011  
(e.g. mm/dd/yyyy)  
Legal System\* United States

### Subject Matters

+Select (Up to a maximum of 5)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Administrative Law                   | <input type="checkbox"/> Elections & Politics   | <input type="checkbox"/> Military Law                       |
| <input type="checkbox"/> Agriculture                          | <input type="checkbox"/> Electronic Discovery   | <input type="checkbox"/> MLM / Direct Sales                 |
| <input type="checkbox"/> Alternative Dispute Resolution (ADR) | <input type="checkbox"/> Energy & Utilities     | <input type="checkbox"/> MLM Consulting / Network Marketing |
| <input type="checkbox"/> Antitrust & Trade Regulation         | <input type="checkbox"/> Environmental Law      | <input type="checkbox"/> Nonprofit Law                      |
| <input type="checkbox"/> Art, Entertainment, & Sports Law     | <input type="checkbox"/> Family Law             | <input type="checkbox"/> Personal Injury                    |
| <input type="checkbox"/> Bankruptcy                           | <input type="checkbox"/> Finance & Banking      | <input type="checkbox"/> Privacy                            |
| <input type="checkbox"/> Business Organizations               | <input type="checkbox"/> Franchise Law          | <input type="checkbox"/> Products Liability                 |
| <input type="checkbox"/> Business Torts                       | <input type="checkbox"/> Government Contracting | <input type="checkbox"/> Professional Malpractice           |
| <input type="checkbox"/> Civil Procedure                      | <input type="checkbox"/> Health                 | <input type="checkbox"/> Real Estate - Commercial           |
| <input type="checkbox"/> Civil Remedies                       | <input type="checkbox"/> Immigration Law        | <input type="checkbox"/> Real Estate - Residential          |
| <input type="checkbox"/> Civil Rights                         | <input type="checkbox"/> Indigenous Peoples     | <input type="checkbox"/> Science, Computers, & Technology   |

Once you've made your selections and written your summary, you can click "Continue." You're then asked to create a JD Supra account so that you can manage your documents, or to sync an existing account with LinkedIn:

**Last step:** create a JD Supra account to manage your documents. close X

Required:

- To log in to edit, delete, or replace your documents.
- To confirm your account before it goes live.
- Plus: your content benefits from web-wide exposure via JDSupra.com

Already have a JD Supra account? Click to [sync with LinkedIn](#) now.

### Create an Account

First Name  Last Name   
Email (This is your JD Supra Login ID)  Select Password (at least 6 characters)   
 Yes, keep me in the know with JD Supra news, updates, and offers. ([View Privacy Policy](#))

Select Your Profession\*  
Select

Already registered on JD Supra?

[Click here to sync with LinkedIn.](#)

Continue

If you're creating a new account, input your first and last name, email address and password, and select your profession. Then hit "Continue" and you've successfully uploaded a document! Otherwise, sync your account with LinkedIn by clicking the link.

Now let's go back to that Home tab briefly and see what else is on that page.

Legal Updates FAQ Feedback Brow:

JD SUPRA For Lawyers | For Everyone | Contact

Home Browse Portfolio Favorites Feeds Account Upload

**Related Links**

- Bankruptcy
- Finance & Banking
- Insurance
- Intellectual Property
- Labor & Employment Law
- Immigration Law
- Personal Injury
- Real Estate
- Science, Computers, & Technology
- Taxation

[See more >](#)

**Your Feeds** Your Favorites

**Non-Competes: A Matter of Dollars and Sense?**  
Fisher & Phillips LLP | [View Portfolio](#) | [Add to Feeds](#)  
Can employees avoid preliminary injunctions because they are not as wealthy as their employers? A recent federal court decision says "No." Standards for Injunctive Relief...  
[more](#)  
Published: 8/9/2011 | [Recommend \(1\)](#) | [Share](#) | [Favorite](#)

---

**What Every Lawyer Should Learn From President Obama's August 8 Speech**  
Cordell Parvin LLC | [Add to Network](#) | [View Portfolio](#) | [Add to Feeds](#)  
I was 13 years old. I watched the Nixon-Kennedy debate. Like many who watched the debate, rather than listened on the radio, I thought Kennedy had clearly won. I believe that...  
[more](#)  
Published: 8/9/2011 | [Recommend \(1\)](#) | [Share](#) | [Favorite](#)

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**LinkedIn Tutorials - You're Connected...Now What?**  
International Lawyers Network | [Add to Network](#) | [View Portfolio](#) | [Add to Feeds](#)  
So you've got your profile almost complete and you've started to connect with people in your network...now what? There's so much more you can do with LinkedIn, but we're...  
[more](#)  
Published: 8/9/2011 | [Recommend](#) | [Share](#) | [Favorite](#)

[Customize Feeds](#) | [See more](#)

**Your Portfolio**

---

**LinkedIn Tutorials - You're Connected...Now What?**  
Published: 8/9/2011  
Subjects: [Law Firm Marketing](#) and [Law Practice Products & Services](#)

On the left, you'll have some related links - if you're interested in any of these subjects (or others), click on them to be taken to the latest JD Supra feeds within these subjects.

In the center of the page, there is a list of your feeds - these aren't the documents that you've published necessarily, but those included in the categories we selected earlier for the weekly email digest. Next to the "Your Feeds" tab, there's a "Your Favorites" tab - this will be any documents that you've favorited as your reading - we'll go into more detail on that in a bit.

And at the bottom is "Your Portfolio." These are the documents that are uploaded to your JD Supra account.

The next tab over from "Home" is "Browse." This page allows you to browse various subjects that might be of interest. They'll start you out with some popular subjects, but it's easy to click to see all of the subjects that are available to you:

Legal Updates FAQ Feedback Bro

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Home **Browse** Portfolio Favorites Feeds Account Upload

**Browse**

Popular Subjects  
All Subjects

**TIP! Customize Your Feeds**  
Click Subscribe to Subject Feed to receive legal updates on this topic, delivered directly to your LinkedIn homepage.

**Browse: Popular Subjects** | [View All Subjects](#)

BUSINESS	PERSONAL	GOVERNMENT
General Business	Worker's Compensation	Elections & Politics
Intellectual Property	Bankruptcy	Military Law
Finance & Banking	Privacy Law	Construction Law
Employment Law	Estate Planning	Administrative Law
Real Estate - Commercial	Consumer Protection	Civil Procedure
Insurance	Personal Injury	
Health Law	Construction	
Tax Law	Family Law	
Immigration	Criminal Law	

The next tab over is "Portfolio." Here, you will find a list of all the documents that you've uploaded to JD Supra:

LinkedIn Account Type: Basic Lindsay Griffiths A

Home Profile Contacts Groups Jobs Inbox 4 Companies News More

Legal Updates FAQ Feedback Browse More

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Home Browse **Portfolio** Favorites Feeds Account Upload

**Portfolio**

[Back to Previous Page](#)

**International Lawyers Network** [Add to Network](#) [Add to Feeds](#)

**LinkedIn Tutorials - You're Connected...Now What?**  
Published: 8/9/2011  
Subjects: Law Firm Marketing and Law Practice Products & Services

**Ohio Statehouse Update - Week In Review - Our Top "6" Subjects You Should Know**  
Published: 8/8/2011  
Subjects: Administrative Law, Elections & Politics, Energy & Utilities, Environmental Law and Taxation

**LinkedIn Tutorials - Let's Get Connected! Part II**  
Published: 8/8/2011  
Subjects: Law Firm Marketing and Law Practice Products & Services

This is an overview for you - you can see the title, when it was published, and the subjects that it's been categorized under. There are a couple of things to make note of here.

You have the option to "Add to Network:"

[« Back to Previous Page](#)

**International Lawyers Network**

 [Add to Network](#) |  [Add to Feeds](#)

### [LinkedIn Tutorials - You're Connected...Now What?](#)

Published: 8/9/2011

Subjects: [Law Firm Marketing](#) and [Law Practice Products & Services](#)



You'll see this on additional pages besides the Portfolio page - this link allows you to connect to the author of any document uploaded to JD Supra. This way, you can invite any lawyer whose work you find particularly valuable, to connect with you further (and obviously, this will happen in the reverse as people read your work).

There's also the Add to Feeds link:

Legal Updates

[FAQ](#) [Feedback](#) [E](#)

JDSUPRA

[For Lawyers](#) | [For Everyone](#) | [Contact](#)

[Home](#)

[Browse](#)

**Portfolio**

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Portfolio

[International Lawyers Network](#)

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**International Lawyers Network**

 [Add to Network](#) |  [Add to Feeds](#)

### [LinkedIn Tutorials - You're Connected...Now What?](#)

Published: 8/9/2011

Subjects: [Law Firm Marketing](#) and [Law Practice Products & Services](#)



### [Ohio Statehouse Update - Week In Review - Our Top "6" Subjects You Should Know](#)

Published: 8/8/2011

Subjects: [Administrative Law](#), [Elections & Politics](#), [Energy & Utilities](#), [Environmental Law](#) and [Taxation](#)

### [LinkedIn Tutorials - Let's Get Connected! Part II](#)

Published: 8/8/2011

Subjects: [Law Firm Marketing](#) and [Law Practice Products & Services](#)

Click on this and a box will pop up:

Legal Updates FAQ Feedback Br

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Home Browse **Portfolio** Feeds

Search Documents

Portfolio

International Lawyers Network

Success

You are now following International Lawyers Network's legal updates.

Ok

Add to Network | Add to Feeds

What?

Published: 8/9/2011

Subjects: Law Firm Marketing and Law Practice Products & Services

**Ohio Statehouse Update - Week In Review - Our Top "6" Subjects You Should Know**

This tells you that you're now following the updates from this author - so in addition to the subject related documents that you might find of interest, anything published from this author will also appear in the news feed on your home page.

So far, we've re-capped Alishan Naqvee's introduction to anti-corruption laws, and Stuart Gerson's comments on the US's Foreign Corrupt Practices Act.

Send a message • Share • 18 days ago

Part II of my re-cap on our anti-corruption session focuses on the Foreign Act:

[Corporate Breakout Session - Anti-Corruption Laws - the FCPA](#)  
zenlegalnetworking.com

Yesterday, I shared with you this post re-capping Alishan Naqvee's introduction to the topic of anti-corruption at our 2011 Annual Meeting. To...

Send a message • Share • 20 days ago

Our corporate group had a fascinating discussion about anti-corruption at our Annual Meeting - See part 1 here:

[Corporate Breakout Session - A Re-Cap](#) zenlegalnetworking.com

During our 2011 Annual Meeting in Lisbon, we had specialty group breakout sessions - and lucky for you, our corporate session was recorded! The...

Send a message • Share • 21 days ago

My first video blog post (still working on quality!) on 5 tips for building Relationships Edition

[Building Relationships Edition](#) zenlegalnetworking.com

Friday! is a special one because it's my first video blog post! I hope there to come... This week's question comes...

Send a message • Share • 25 days ago

Emre Ozcan provides solutions for his clients - learn more in our latest

[Interviews: Emre Özcan, Özcan & Natan](#) zenlegalnetworking.com

Legal Updates

Search

[Supervisor at New York State-run Facility for the Mentally Disabled Charged in Patient...](#)  
Recommend | Share | Favorite

[Non-Competes: A Matter of Dollars and Sense?](#)  
Recommended (1) | Share | Favorite

[What Every Lawyer Should Learn From President Obama's August 8 Speech](#)  
Recommended (2) | Share | Favorite (1)

[LinkedIn Tutorials - You're Connected...Now What?](#)  
Recommend | Share | Favorite

[Women's World Cup 2011 - The USA Team Reminds Me Of Great Court Reporters](#)  
Recommend | Share | Favorite

JD SUPRA Upload Document | See more »

You have this option with any author or document that you're reading through the Legal Updates application, and I'll show you more on doing that on individual documents in a moment.

Back to the application page for a moment - the tab next to "Portfolio" is "Favorites." This is where any document that you've designated as a "favorite" will appear - do this for anything you find interesting so that you can easily refer back to it:

Legal Updates FAQ Feedback

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Home Browse Portfolio **Favorites** Feeds Account Upload

**Content and Connections**  
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**Your Favorites**  
Refine By

**LinkedIn Tutorials - You're Connected...Now What?**  
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So you've got your profile almost complete and you've started to connect with people in your network...now what? There's so much more you can do with LinkedIn, but we're... [more](#)  
Published: 8/9/2011 | [Recommend](#) | [Share](#) | [Favorite \(1\)](#)

**LinkedIn Tutorials - You're Connected...Now What?**  
International Lawyers Network | [Add to Network](#) | [View Portfolio](#) | [Add to Feeds](#)  
So you've got your profile almost complete and you've started to connect with people in your network...now what? There's so much more you can do with LinkedIn, but we're... [more](#)  
Published: 8/9/2011 | [Recommend](#) | [Share](#) | [Favorite \(1\)](#)

**Tip: Favorite or Feed?**  
If you like a person's documents, click [Add to Feeds](#) to receive all legal updates by that person directly on your homepage.

**Favorites**  
[View](#)  
[Manage](#)

You can even search through your favorites by person or document type if you have a lot of them and are looking for a specific update. Additionally, you'll note that in the upper right corner of the application on every page, which enables you to search all the documents uploaded to JD Supra.

The next tab is "Feeds." This is an expanded version of what you're going to be seeing on your home page - it's the full list of relevant articles that you're subscribed to, both by subject and by individual feed:

LinkedIn Account Type: Basic Lindsay Griffith

Home Profile Contacts Groups Jobs Inbox 4 Companies News More

Legal Updates FAQ Feedback Browse

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Home Browse Portfolio Favorites **Feeds** Account Upload

**Feeds**  
[Subjects](#)  
[People](#)  
[Manage](#)

**Your Feeds**  
Refine By

**Supervisor at New York State-run Facility for the Mentally Disabled Charged in Patient's Death, New York Medical Malpractice Lawyer Comments**  
The Perecman Firm | [View Portfolio](#) | [Add to Feeds](#)  
New York medical malpractice lawyer David Perecman comments on the recent death of an autistic patient at a Staten Island mental health facility As reported by the New Yor... [more](#)  
Published: 8/9/2011 | [Recommend](#) | [Share](#) | [Favorite](#)

**Non-Competes: A Matter of Dollars and Sense?**  
Fisher & Phillips LLP | [View Portfolio](#) | [Add to Feeds](#)  
Can employees avoid preliminary injunctions because they are not as wealthy as their employers? A recent federal court decision says "No." Standards for Injunctive Relief... [more](#)  
Published: 8/9/2011 | [Recommend \(1\)](#) | [Share](#) | [Favorite](#)

**What Every Lawyer Should Learn From President Obama's August 8 Speech**

**Tip: Favorite Docs**  
Click [Favorite](#) to bookmark any document for future reference. (See: Favorites for more...)

Again, you can refine the list by subject or document type, or see the feeds by subject or people (using the menu on the left). The menu on the left also has a "Manage" link. This will take you to a page with the list of subjects and people that you're subscribed to, suggestions of subjects you may like, as well as people you may like. You can remove or add as you like on this page.

Legal Updates FAQ Feedback

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Home Browse Portfolio Favorites Feeds **Account** Upload

**Account**

- Account Overview
- Edit Feeds
- Edit Favorites
- Manage Email Updates
- Manage Documents
- Edit Account Settings
- View Analytics
- Upgrade

**Manage Feeds**  
You're subscribed to the following feeds. Customize them any time.

Subjects / People	remove
International Lawyers Network	remove
Subject: MLM Consulting / Network Marketing	remove
Subject: Electronic Discovery	remove
Subject: Professional Malpractice	remove
Subject: Civil Remedies	remove
Subject: Civil Procedure	remove
Subject: Law Firm Marketing	remove
Subject: Law Practice Products & Services	remove

**Subjects You May Like**

Subjects

**TIP!** **Favorite Docs**

Click Favorite to bookmark any document for future reference. (See: Favorites for more...)

And as you can see from the tabs at the top, this has jumped you over into the Accounts tab.

Legal Updates

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JDSUPRA

Home Browse Portfolio Favorites

**Account**

- Account Overview
- Edit Feeds
- Edit Favorites
- Manage Email Updates
- Manage Documents
- Edit Account Settings
- View Analytics
- Upgrade

**Manage F**  
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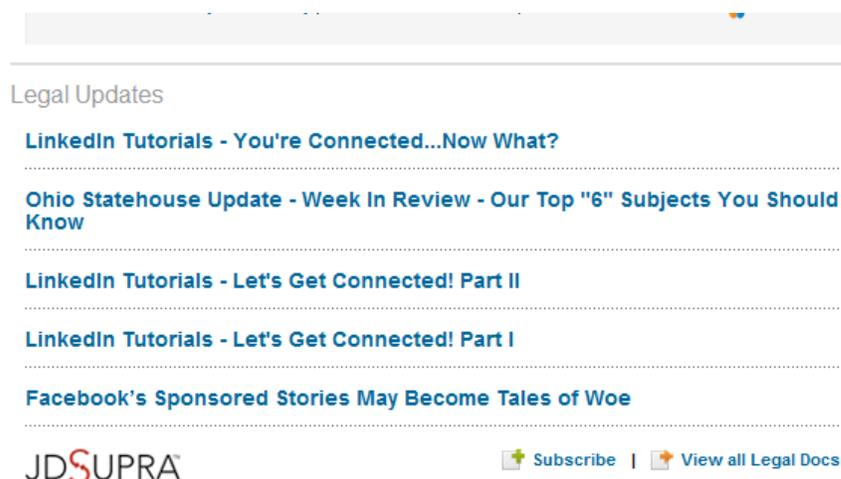
**Subjects**

From here, you can look at your Account overview, edit your feeds (that's where we are now), edit your favorites, manage email updates, manage document, edit your account settings, view analytics, or upgrade. Your account overview will tell you what you can do in each of these other options:

- Edit Feeds: add or delete the feeds you follow (as we just discussed).
- Edit Favorites: add or delete favorite documents.
- Manage email updates: add or remove subjects from your weekly Legal Digest email updates.
- Manage documents: edit, replace or delete documents that you've uploaded.
- Edit account settings: update your professional information or change your account information.
- View analytics: See how your documents are doing.
- Upgrade: This will take you to a form that will allow you to schedule a call with JD Supra to discuss upgrading your account.

So once you've invested some time to set up your JD Supra application and get it going, what's next? How does it work on an ongoing basis?

Well, as we mentioned before, you'll see your documents appear on your profile page:



Anyone who is looking at your profile can see the documents that have been uploaded to your JD Supra account/application. For me, this includes blog posts that I've written, as well as content directly from our member firms.

You can see below the list of documents - any of which you can read by clicking on the title - there are two options: "Subscribe" and "View all Legal Docs." Subscribe is fairly straightforward - this allows anyone who is looking at your profile to subscribe to your feed so that they'll see any of the documents you upload to JD Supra in their own feeds. As you may guess, this means you can also subscribe to someone else's feeds if they have them in their profile.

"View all Legal Docs" will take you into the JD Supra application to see all of the documents that this particular author has uploaded - their portfolio of work.

Let's say, for the sake of argument, that you wanted to read one of those articles (imagine that you're coming as an outsider to my profile). We'll click on the title - "LinkedIn Tutorials - You're Connected...Now What" and be taken to the document page.

The screenshot shows the JD Supra interface. At the top, there's a navigation bar with "Legal Updates" on the left and "FAQ Feedback" on the right. Below that, the JD Supra logo is on the left, and "For Lawyers | For Everyone | Contact" is on the right. A secondary navigation bar includes "Home", "Browse" (highlighted), "Portfolio", "Favorites", "Feeds", "Account", and "Upload". A search bar labeled "Search Documents" is on the right. The main content area features the document title "LinkedIn Tutorials - You're Connected...Now What?". Below the title, it says "By: International Lawyers Network" and lists actions: "Add to Network", "Add to Feeds", "Recommend Document", "Share Document", and "Favorite (1)". A "Find More About" box on the right lists "Law Firm Marketing" and "Law Practice Products & Services". The document content itself is titled "Zen & The Art of Legal Networking" and is published by Lindsay Griffiths. The document is dated 8/9/2011 and includes options to "Download PDF" and "Report Doc".

Here, you can read the article by scrolling, but there are also a number of other options you have. Let's start at the top - you can see that the author of the document is "International Lawyers Network." This is hyperlinked, so that if you click on this, you'll be taken to the list of documents uploaded by this author.

Below that, you'll see the "Add to Network" link again - this will take you to the author's LinkedIn profile page so that you can add them to your network and connect with them further. If you don't know the person, a good introductory connection request may be - "Dear Lindsay, I read your piece on LinkedIn through the JD Supra application, and I really enjoyed it. I'd love to connect with you further by adding you to my LinkedIn network."

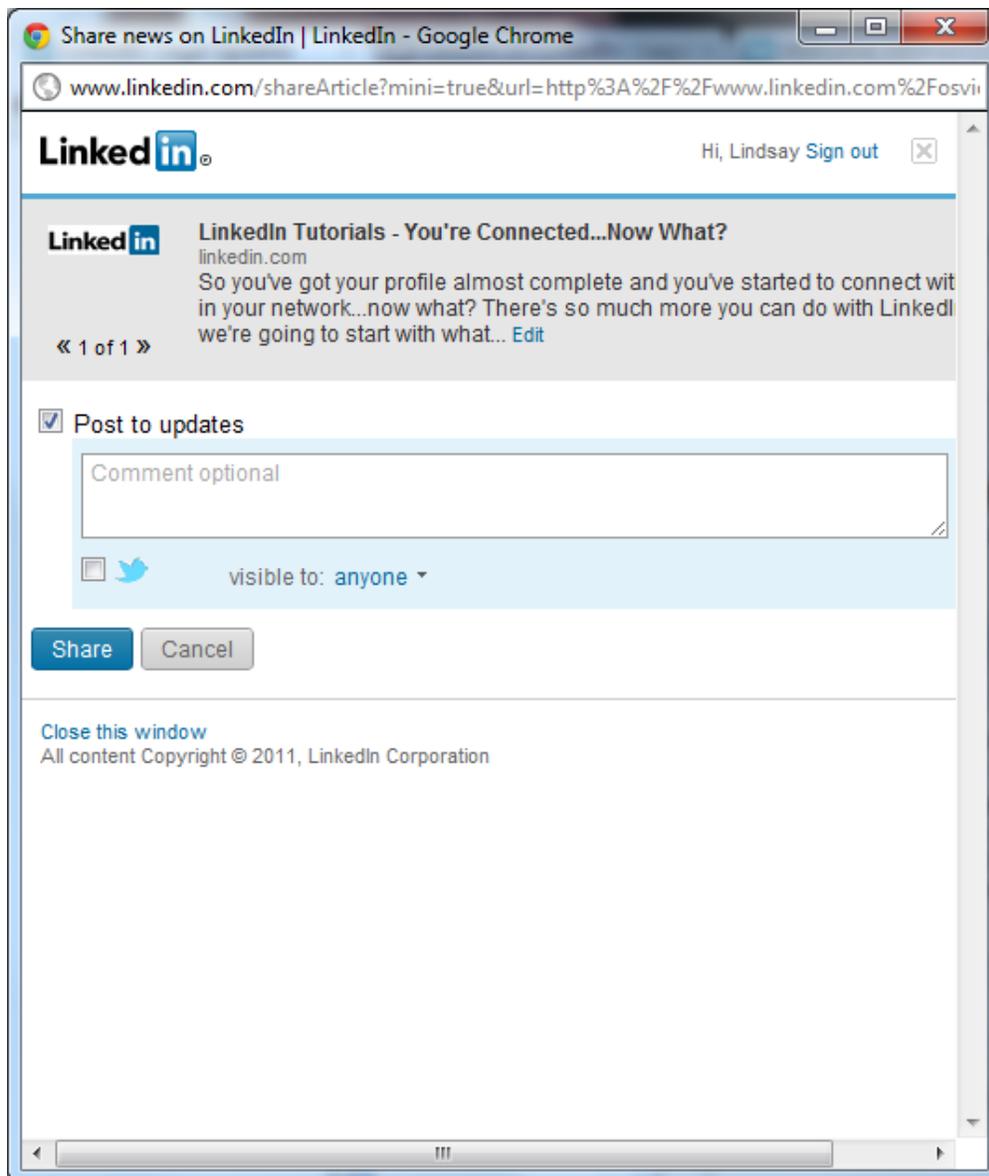
If I don't know the person, I'm much more likely to accept the connection because they've told me that they enjoy reading my materials.

Below "Add to Network," is "Add to Feeds," which we also saw earlier. Clicking on this will allow you to follow all of the documents uploaded by this author.

Then, we get into some new things - to the right, there's "Recommend Document" with a thumbs up graphic. Clicking on this will, as it suggests, recommend the document. What this does is

share with your LinkedIn connections that this is a document that you read and liked, and would recommend to them.

"Share Document" is the next option. When you click this, a new window will pop up that allows you to share the document with your connections - what's the difference between this and "recommending" you may ask? Well, this allows you to make a comment about the article, if you'd like, and also posts it to your updates, so it will appear both in the news stream as well as on your profile page. You can uncheck the "Post to Updates" box if you'd like, so that it only appears in your news stream.

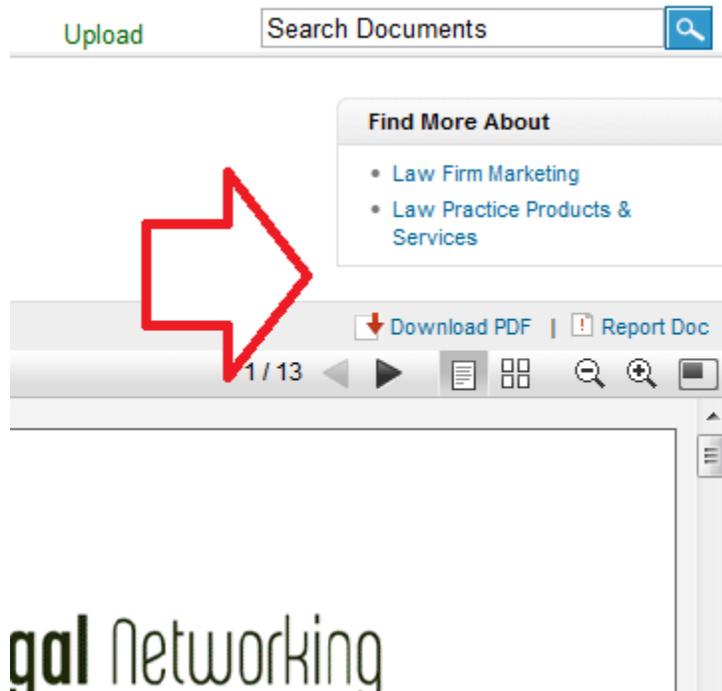


Click the "Share" button to share with your network!

And then the last option there is "Favorite." Clicking this will save the article to your list of favorites, so that you can refer back to it when you want to.

But we're not finished yet!

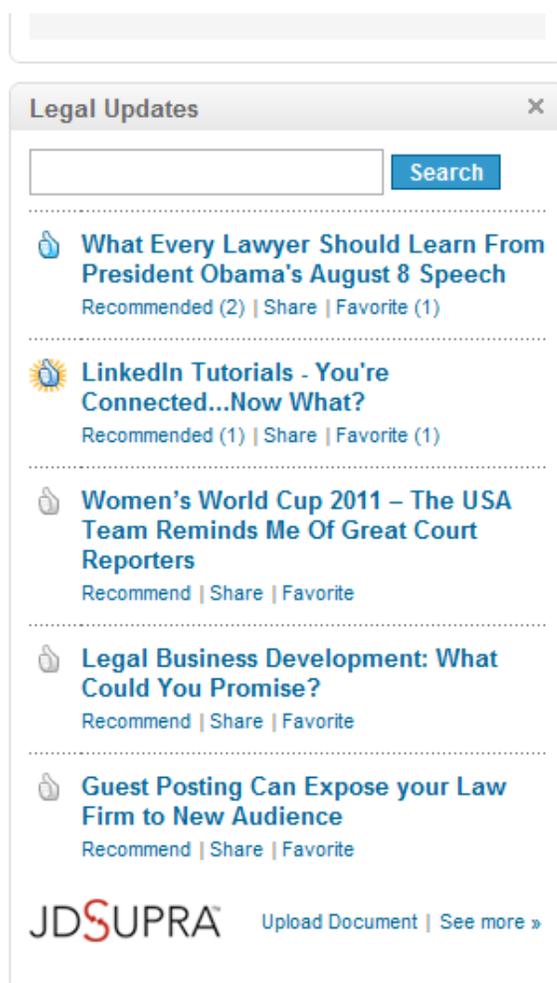
On the right hand side, you'll see even more options:



The two subject areas that this article is associated with are "Law Firm Marketing" and "Law Practice Products & Services." So as you can see, you can click on either of these subjects if you're interested in them to see what other authors are saying on the same subjects. This may be particularly relevant if you're reading a document about a particular area of law you're researching, and you want to see what others are saying about it.

You can also download a PDF of the document if you'd like to have a soft copy saved to your computer (and not just in your favorites), report the document if you feel it's necessary, and you can use the tools just below those links to make your reading experience of the document even better. The arrows allow you to move between pages, the large rectangle makes the document the full page, or the four smaller ones enable you to see a broader view of the whole document; the + and - zoom in and out as applicable, and the window within a window will open up the document in Google Docs.

One last thing about JD Supra's Legal Updates. On your home page, you also have some options:



You've got a handy search box right at the top to allow you to search through all the documents that have been uploaded. You can also see a list of five documents - these will be from the subjects or authors whose feeds you have subscribed to. Underneath each of these documents, you have the ability to recommend, share or favorite them right from your homepage - these all work in the same way as described above. You can also upload a document or see more options using the links at the bottom. This allows you to use the JD Supra application easily right from your home page, without having to remember where all of that information is!

## Lawyer Ratings

As we all know, lawyer ratings are a hotly debated topic. That's not what we're here to focus on. My feeling in terms of the Lawyer Ratings application from LexisNexis Martindale-Hubbell is that if you have a high rating, it can't hurt to include it in your profile.

I should also mention that it does allow your clients to complete a Martindale-Hubbell Client Review, by clicking a button within your profile to get started. But I'm assuming that you're

connecting with those clients that you have a good relationship with, so again, this could be a benefit for you. You can see the full description of the application [here](#).

To add the application, it would be exactly the same as adding the SlideShare and JD Supra applications - go back to the applications page and click the name of the application to go to its individual page:

Applications [FAQ](#) [Feedback](#) [Browse More Applications](#)

### Lawyer Ratings

Application Preview

**Client Review Rating** ⓘ

**Preeminent**  
4.8 out of 5

[View All Client Reviews](#)

[Review & Rating Details](#) [Review Now](#)

**Martindale-Hubbell® Client Review Ratings™** gathers valuable feedback directly from clients who have had first-hand experience with a firm and its lawyers. Displayed on lawyer and firm profiles on [martindale.com®](#) & [lawyers.com™](#), assists you in the decision-making process of hiring a lawyer.

Now you can enhance your online professional networking efforts — a powerful tool in generating new business for you and your firm. Leveraging the power of a premier online professional network, the Martindale-Hubbell® Lawyer Ratings Application:

- Provides the opportunity for you to support your stated credentials in your LinkedIn profile via prominent display of your Martindale-Hubbell® Client Review and Martindale-Hubbell® Peer Review Ratings — sure to attract the attention of potential clients and referrals who are searching LinkedIn for legal services
- Offers your clients another convenient channel to complete a Martindale-Hubbell® Client Review — they just click a button within your profile to get started

We'll be adding more features soon...add this application today!

Learn more about [Martindale-Hubbell® Client Review Ratings™](#) and [Martindale-Hubbell® Peer Review Ratings™](#)

Martindale-Hubbell is the authoritative resource for information on lawyers. Over 140 years, the Martindale-Hubbell Legal Network has evolved into a database of more than one million lawyers and law firms in more than 160 countries, helping to connect you with other lawyers and with buyers of legal services.

[Terms of Service](#) | [Privacy Policy](#) | [Online Ratings Guide](#)

### Application Info

**Lawyer Ratings**

By LexisNexis Martindale-Hubbell

Developed By [LexisNexis Martindale-Hubbell](#)

Category [Utility](#)

When you add an Application, you are allowing it to access profile information about you and your connections which the Application uses to provide the service. This and other information you provide to the Application may be displayed publicly depending on the Application's functionality.

By proceeding, you confirm your acceptance of the [LinkedIn Terms of Use](#) and you acknowledge that your use of the Application is subject to the Application developer's terms of use and to the Application developer's privacy policy.

Display on my profile

Display on LinkedIn homepage

[Add application](#)

Here, you can choose to display the application on your profile or your LinkedIn home page, or both, and then click "Add application" to add it.

Since I'm not a lawyer, I don't have any ratings to display. But the ratings would appear like this on your profile:

**Client Review Rating** ⓘ

**Preeminent**  
4.8 out of 5

[View All Client Reviews](#)

[Review & Rating Details](#) [Review Now](#)

As you can see, anyone visiting your profile would see the overall rating that you have, have the ability to click the link to view all of your client reviews, see more information about the review and ratings, and click the button to review you themselves.

Let's look at how the ratings appear on an attorney's profile:

### Lawyer Ratings

The image shows two side-by-side rating boxes. The left box is titled "Client Review Rating" and contains the text "Rating Not Available" with a link "Learn About Lawyer Ratings" and a "Review Now" button. The right box is titled "Peer Review Rating" and features a red "BV" logo, the text "Distinguished™ 4.4 out of 5", a link "View All Peer Reviews", and a "Review & Rating Details" link. Below these boxes is a link "Get Lawyer Ratings »".

You can see that two types of ratings appear - a Client Review Rating and a Peer Review Rating. Under the client review rating, the rating is not available for this attorney. If you were to click on "Learn About Lawyer Ratings," in that box, you're taken to [a page that explains the LexisNexis Martindale-Hubbell ratings system in more depth.](#)

For the peer review rating, if you choose "View All Peer Reviews," you're taken to the attorney's ratings and review page on the Martindale-Hubbell site.

On your home page, the ratings box would appear as follows:

The image shows a "Lawyer Ratings" search form. It has a title bar with "Lawyer Ratings" and a close button. The main content area says "Complete a Client Review on a lawyer or law firm you have hired." Below this is a radio button selection for "Select search type:" with "Lawyer" selected and "Law Firm" unselected. There are three input fields: "First Name \*", "Last Name \*", and "Law Firm \*". Below the fields are "Clear" and "Search" buttons. At the bottom left is the LexisNexis logo, and at the bottom right is a "See more »" link. Below the form is a separate button with a plus icon and the text "Add an Application".

As you can see, you can complete a client review for a firm you've worked with, if you so desire, starting by searching for their name. Additionally, you can click the "See more >>" link, which will take you to this page (below), which shows you which of your connections are already using Lawyer Ratings. This might be useful if you are interested in see the ratings of a lawyer you're considering making a referral to:

#### Connections using Lawyer Ratings

	<b>Sergey Aksenov</b> Managing partner   Russian Federation   Legal Services	
	<b>Bill Anaya</b> Attorney   Greater Chicago Area   Law Practice	
	<b>Lucy Anderson</b> Partner   Houston, Texas Area   Legal Services	<b>Client Review Rating</b> Not Available   <a href="#">Submit a Review</a> <b>Peer Review Rating</b> Not Available
	<b>David Bronston</b> Member   Greater New York City Area   Law Practice	
	<b>Sharon Druker</b> Executive - Professional Advisory Committee   Montreal, Canada Area   Civic & Social Organization	<b>Client Review Rating</b> Not Available   <a href="#">Submit a Review</a> <b>Peer Review Rating</b> BV <sup>®</sup> Distinguished™ 4.4 out of 5

Showing 1 to 5 of 25

[1](#) [2](#) [3](#) [4](#) [5](#) ... [Next >](#) [Last](#)

It should be noted that Martindale-Hubbell ratings are for US or Canadian attorneys who have been admitted to the Bar for three or more years. Lawyers can also nominate their own peer references. See the link above with more information on the ratings to learn more.

As you can see, even these three applications are FULL of information and possibilities for your LinkedIn activities. Tomorrow, we'll get into some more of the applications!

Lindsay Griffiths of the International Lawyers Network  
179 Kinderkamack Road  
Westwood, NJ 07675  
Phone: (201) 594-9985  
Fax: (201) 740-9765