

OFF THE SHELF

NEW PRODUCTS FOR LAW FIRMS

On the Record

Philips Updates Digital Pocket Memo

Royal Philips Electronics recently released the new Digital Pocket Memo 9370 for mobile dictation, designed to make the transition from analog to digital dictation fast and easy. The Digital Pocket Memo 9370 is based on the Digital Pocket Memo 9600, but has several feature and design differences – and a lower price point. The Digital Pocket Memo 9370 includes SpeechExec Dictate software, a comprehensive package that makes it easy for all users to be productive instantly with digital recording. SpeechExec Dictate's settings can be configured individually to suit every author's needs. It allows users to track work in progress, while urgent jobs can be given priority status for faster transcription.

"Philips provides dictation solutions tailored to the different needs of professionals," said Thomas Brauner, CEO of Philips Speech Processing. "With the Digital Pocket Memo 9370, we have created a package that combines advanced technology, easy-to-use software and accessories, representing a powerful case for switching from analog to digital dictation – right now."

For more information, visit www.philips.com.



Instant Awareness

MarketYourLawPractice.com Boosts Business

MarketYourLawPractice.comSM is a Web-based, interactive tool that is changing the way lawyers approach marketing by providing them with organized access to hundreds of tools, assessments, tip sheets, and templates – all designed to help retain and grow existing relationships, attract new business, build and enhance name recognition, and effectively communicate with current and prospective clients. This highly interactive tool provides "must-have" knowledge lawyers simply don't learn in law school. The site is designed to serve the needs of all lawyers in private practice, from solo practitioners to those in large firms.

"We know from experience that lawyers enter private practice with no formal training in marketing," said Terrie Wheeler, President of Professional Services Marketing Inc. (PSM), Founder of MarketYourLawPractice.com, and 20-year law firm marketing veteran. "We also realize that not all lawyers and law firms have the budget to hire marketing consultants and marketing coaches for their lawyers."

MarketYourLawPractice.com essentially serves as a lawyer's *Virtual Marketing Coach*SM. This unique, password-protected and highly secure Web site offers personalized advice and encouragement during each phase of the marketing process including ongoing access to PSM's marketing coaches through Webinars and e-mail chat features. In addition, the site has 17 marketing modules covering topics like advertising, public relations, networking, client service, cross marketing, and more.

For more information, visit www.marketyourlawpractice.com.

