



O U T S O U R C I N G 1 0 1  
F O R L A W Y E R S





## Today's Agenda

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- What is Outsourcing?
- The hidden reasons to Outsourcing
- What Lawyers Outsource
- Where to Find Talent
- How to Outsource Effectively
- Your First Project





# ABOUT

## Dina Eisenberg, Esq

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Prosecutor turned award-winning entrepreneur

CEO, [OutsourceEasier.com](https://www.outsourceeasier.com)

20 years experience running training and consulting firm

10 years outsourcing online

Attorney at Work Contributor

Podcast Guest, The Resilient Lawyer, Gen Y, ABA Brown

Bag Series



# BENEFITS OF OUTSOURCING

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**OUTSOURCING GIVES  
YOU THE TIME, TALENT  
AND ENERGY TO SCALE  
YOUR LAW PRACTICE**

- Less expensive than DIY
- Leverages your time for income generating activities
- More time to focus on growth
- Receive expert advice without more overhead
- Receive a better outcome or result
- Increases productivity
- Increases consistency
- Reduces stress & overwork!





# HIDDEN BENEFITS!

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1. **Demonstrates** your confidence
2. **Highlights** your emotional intelligence
3. **Showcases** your commitment to client satisfaction





# WHAT LAWYERS OUTSOURCE

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Smart lawyers know that you don't have to work harder if you can work smarter. They outsource at work.

- Legal Research
- Brief writing
- Court appearances
- Invoicing
- Collections





# WHAT LAWYERS OUTSOURCE at home

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- Shopping
- Meal preparation
- Laundry
- Lawn care/Landscaping
- Housecleaning

<https://OutsourceEasier.com>



# WHERE TO FIND TALENT

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## 3 TYPES OF OUTSOURCING MARKETPLACES

### INDEPENDENT VIRTUAL ASSISTANT

Independent Virtual Assistants are business owners who support other business by performing administrative and marketing tasks.

### ONLINE MARKETPLACES

Sites like Upwork and TaskBullet offer a range of qualified freelancers to assist you with just about any task from graphic design to video editing. These platforms provide key performance indicators so you can select the best freelancer for you.

LAWCLERK provides freelance contract lawyers to assist with a variety of projects.

### VIRTUAL MANAGED ACCOUNTS

Sites like Belay and TimeEtc offer managed accounts. That means that you are assigned to an account manager who assesses your needs and pairs you with the right virtual assistant. The manager also monitors the project for you.

Sites like Thumbtack help you to tackle home-based tasks and errands.



# The Right Platform for you

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## JUST STARTING OUT

Select an online marketplace if you are new to outsourcing. The platform has KPIs to guide you and a dispute resolution process to protect you until you get more experience.

## EXPERIENCED WITH LEADING A VIRTUL TEAM

Find an independent virtual assistant firm that uses a team approach. You'll get a dedicated VA and several different skills sets without having to re-hire on a marketplace.

## NEW OR WANT A HANDS-OFF EXPERIENCE

Select a managed account firm that will take over the process for you. A bit more expensive and slower, but a good option if you prefer not to manage people.





# 5 Steps to Outsourcing

## STEP 1 IDENTIFY THE NEED/PROJECT

Which project will best free up your time?  
Choose projects that are low risk, time-consuming and don't require your legal expertise.

## STEP 3 SELECT YOUR TALENT

Write a clear job posting that shares what, why, how and any restrictions. Pick the right outsourcing marketplace for the job.

## STEP 5 CLOSE & DEBRIEF

Make final payment. Leave specific feedback for freelancer. Debrief the process. Add Legend and Job Posting to folder


## STEP 2 DO THE PRE-GO PREP

Write the Project Legend. Collect all the specific information the freelancer needs to be successful

## STEP 4 MANAGE THE PROJECT

Be available for questions. Monitor progress and reconfirm the deadline. Use payment milestones



A person in a grey hoodie stands on a large, dark rock formation, looking out over a vast, hazy landscape. The sky is filled with heavy, grey clouds. The overall mood is somber and contemplative.

FAILING TO CREATE  
SYSTEMS AND  
PROCESS OR  
AUTOMATE  
PUTS YOU &  
YOUR FAMILY  
AT RISK



# AVOID MICROMANAGING

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Of course, you want things to be done right. **But micromanaging is a waste of time and money.** Instead, learn what indicates trustworthiness to you.

## YOU MAY BE A MICROMANAGER IF...

1. You have trouble asking for help
2. You check in frequently to ensure work is done or done your way
3. You don't believe anyone can work as well as you
4. You don't take the advice or suggestions of others





Social Media



Twitter



LinkedIn



Facebook



Tumblr



Pinterest



Tum

Y o u r 1 s t

P r o j e c t



# Social Media for Solos

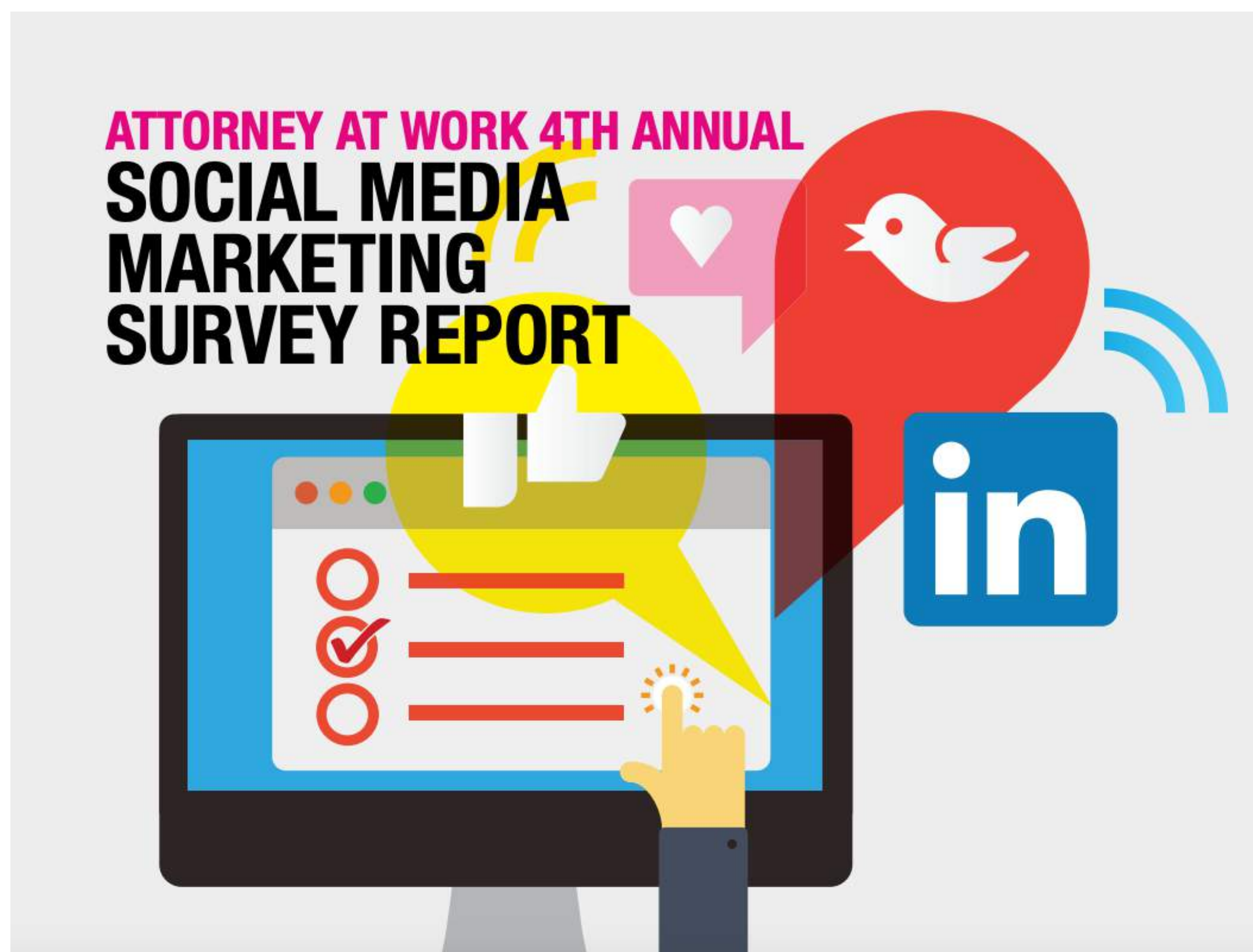
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71% of lawyers said Social media is directly responsible for bringing in new clients

Solo and small firm lawyers say social media is their #1 tool for personal branding

51% of Solos spend up to 5 hours a week managing their social media

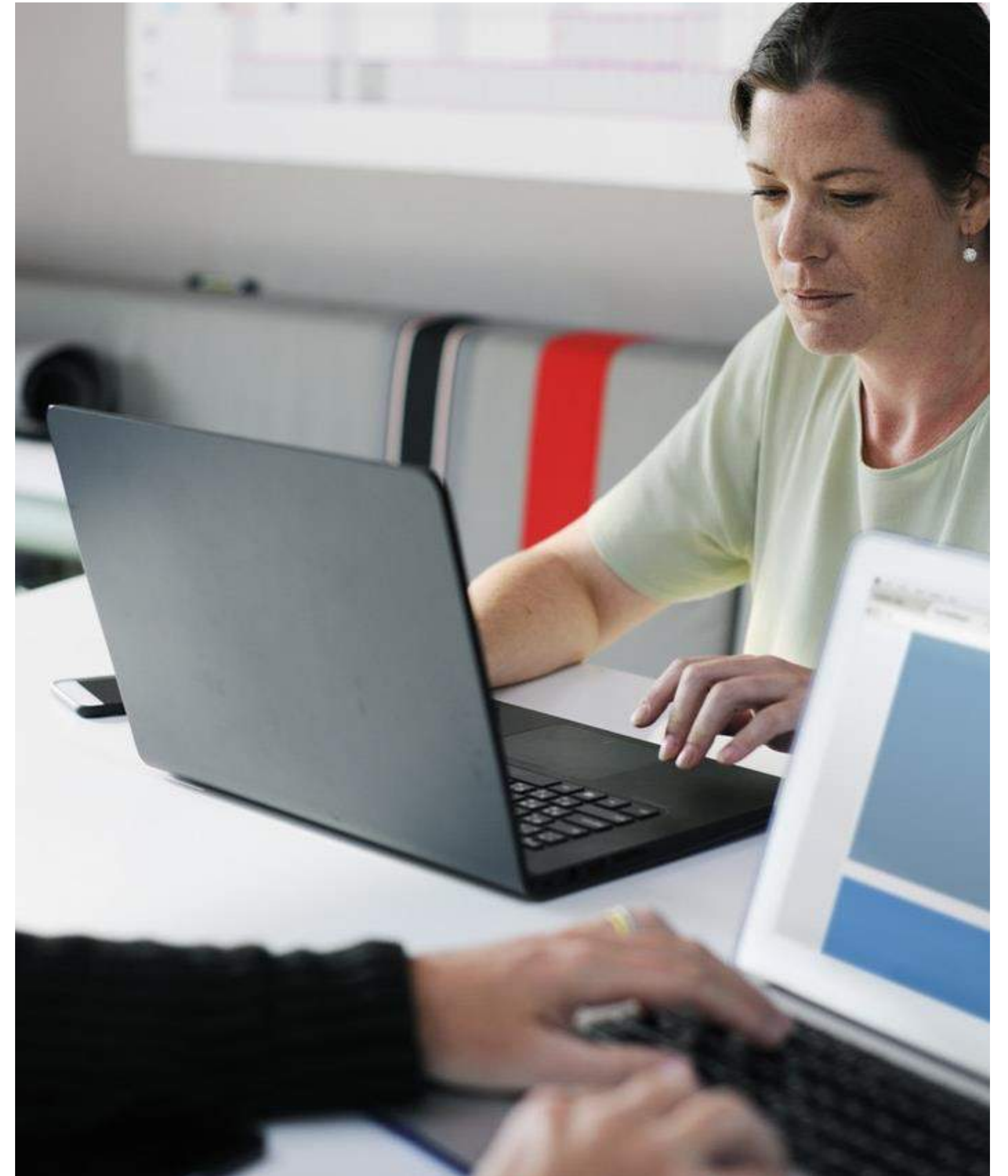
That's \$1250 of revenue lost per week!





## Hire your Social Media Manager

- Develop your social media strategy
- Monitor social outlets
- Curate relevant content
- Create visual content
- Promote & recycle content







# Create Social Media Headers

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**PROJECT** Update social media headers/covers--valuable real estate that frames your profile picture, i.e the blue box on your LinkedIn profile

**GOAL** To increase brand awareness and leads by sharing news, tips and holiday greetings

**PRE-GO** Write Project Legend and Job Posting that includes any images, messaging and contact info the virtual assistant needs. Specify any restrictions. Provide visual examples and a caution about plagiarizing.

**MARKETPLACE** Upwork [Look for](#) Graphic Artists with 90% success rate, over 100 hours billed and active in the last 2 weeks. Contact virtual assistant to ask specifically about your project before hiring.

**COST** \$28-75/hour



# NEXT STEPS

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*Want a different kind of life and law practice but don't know the next step to take or worried about making a mistake?*

**You're invited to attend**  
**Streamline: Redesign your Law Practice**

Self-Study Course + Live Mastermind  
! Hosted by Dina Eisenberg, Esq.

<https://OutsourceEasier.com/Streamline>

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