



# Court Reporter Training

Inbound Marketing &  
Personal Branding





**STRATEGIC BUSINESS DIRECTS**  
*Strategic by Design*

- Strategic Business Advisors with the Management and Marketing aspects of Small to Mid-Sized Businesses
- Experience – worked with over 3,000 businesses nationwide
- We've been working with Dawn at O'Brien & Bails for about 1 ½ years. Most recent work has focused on marketing.
- [www.strategicbusinessdirects.com](http://www.strategicbusinessdirects.com)
- <http://www.linkedin.com/in/chrisnesbitt>

# Tekk Buzz

*Online Lead Generation*

- Deborah Richmond
- Inbound Marketing Consulting & Social Media Strategist
- Training - <http://obrienandbails.com/crt>
- Is currently marketing for O'Brien & Bails
- Former court reporter for O'Brien & Bails
- [www.linkedin.com/in/deborahrichmond](http://www.linkedin.com/in/deborahrichmond)
- <http://tekkbuzz.com/>

# Court Reporter Training Program

- O&B is dedicated to your success as a court reporter
- Improve your skills
- Bring you up to date on O&B developments
- Help O&B grow and improve together as a team
- <http://obrienandbails.com/crt>

# Inbound Marketing & Personal Branding

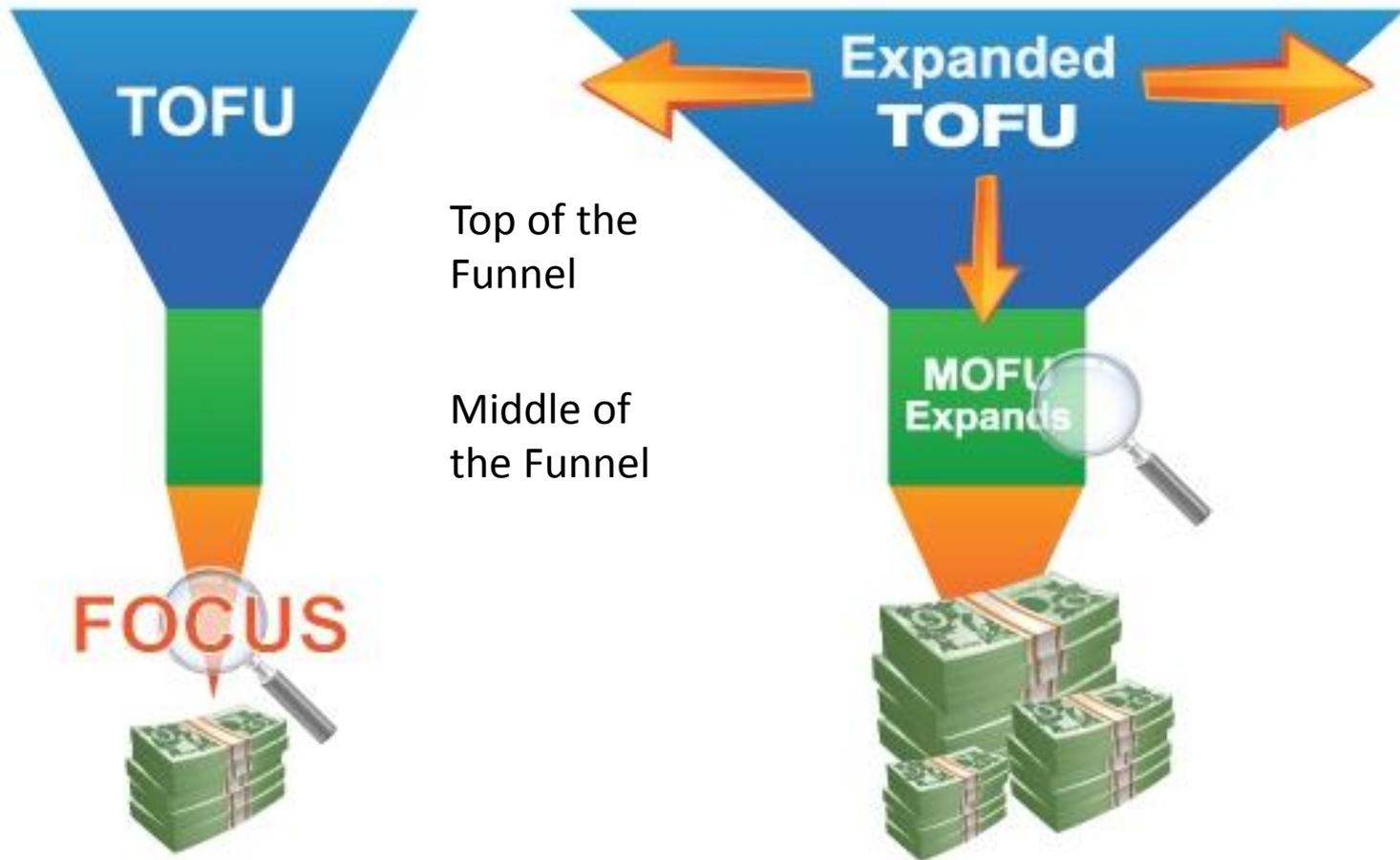
O'BRIEN & BAILS

&

**You**



# Increase Reach (Brand Awareness)



# What is Inbound Marketing?



Inbound Marketing pulls buyers into your business

Inbound Marketing is marketing using techniques focused on getting found by prospects

# What is Outbound Marketing?

Interruption Marketing – Pushing Your Message



# Problem: Outbound Marketing Isn't Working



Buyers are in more control of how they receive information

# Inbound Marketing Process



Inbound marketing costs **62% less**  
per lead than traditional, outbound marketing.





...the Internet has turned what  
used to be a controlled, one-  
way message into  
**a real-time dialogue  
with millions.**

DANIELLE SACKS  
THE FUTURE OF ADVERTISING  
*FAST COMPANY*, NOVEMBER 17, 2010

Shopping Gmail more ▼ Google

# Google™

the droids we're looking for

Google Search

I'm Feeling



Advertising Programs - Business Solutions - About

# 10.3 Billion

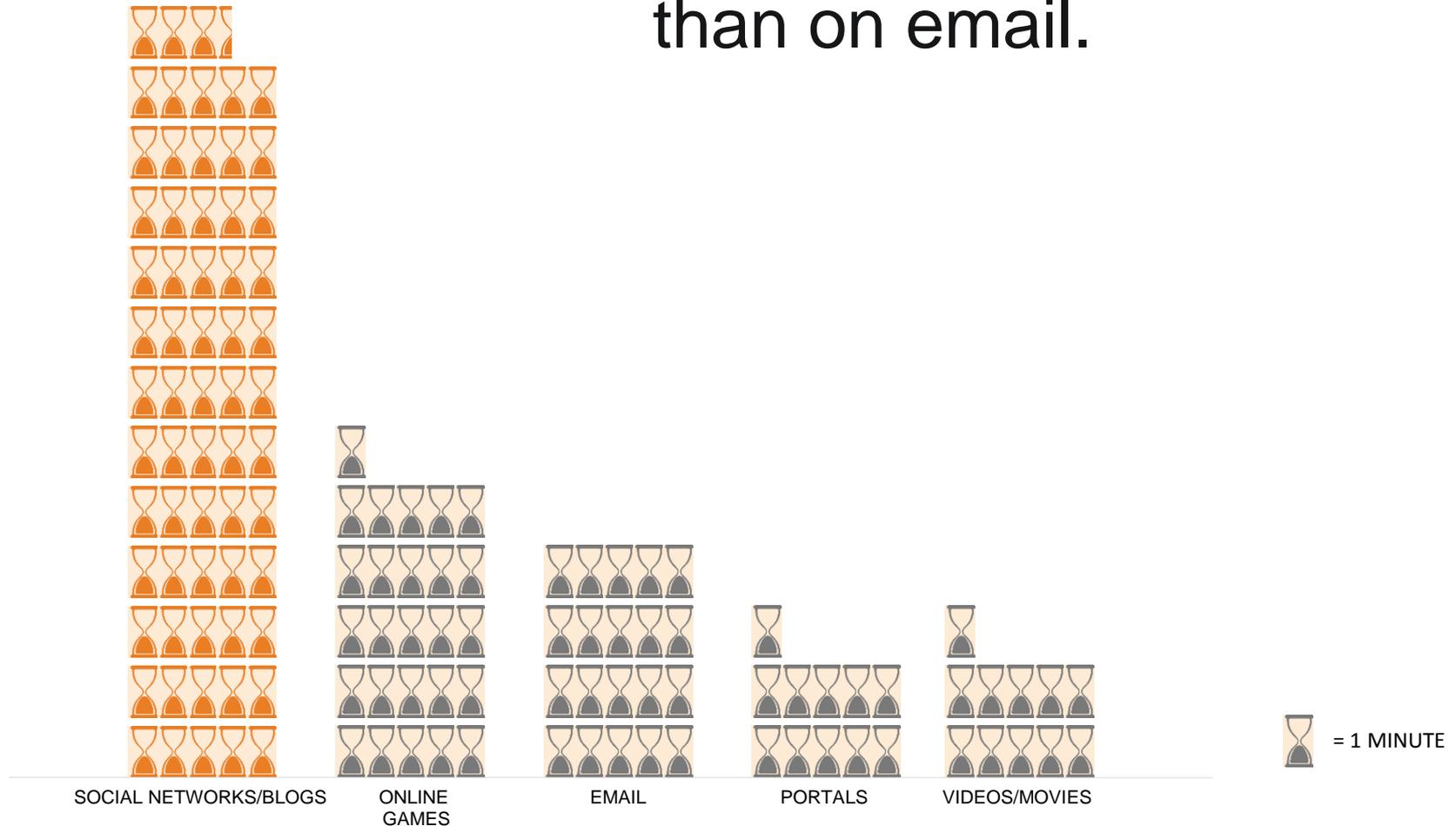
© 2009 - Privacy

searches are conducted  
**every month** on Google.

Google - Mozilla F

1/3 of US consumers spend  
**three or more hours online**  
every day.

US Internet users spend  
**3x more** minutes on blogs  
& social networks  
than on email.



# 70%

of the links search users click on are **organic**—not paid.

Google Search results for "best shoe store boston". The search bar shows "best shoe store boston" with a search button and "Instant is on" text. Below the search bar, it says "About 957,000 results (0.14 seconds)".

**Places for best shoe store near Boston, MA**

- A DSW** - 4.5 stars - 122 reviews - Place page  
www.dsw.com - Downtown Crossing, 385 Washington Street, Boston - (617) 556-0291
- B Moxie** - 4.5 stars - 44 reviews - Place page  
www.moxieboston.com - 51 Charles Street, Boston - (617) 557-9991
- C John Fluevog Shoes** - 5 stars - 143 reviews - Place page  
www.fluevog.com - 302 Newbury Street, Boston - (617) 266-1079
- D Thom Brown of Bos Inc** - 4.5 stars - 38 reviews - Place page  
thombrown.com - 331 Newbury Street, Boston - (617) 266-8722
- E Nahas Shoes** - 4 stars - 27 reviews - Place page  
nahasshoes.com - 65 Charles Street, Boston - (617) 723-6176
- F Payless ShoeSource** - 4.5 stars - 15 reviews - Place page  
www.payless.com - 367 Washington Street, Boston - (617) 451-1871
- G New Balance Athletic Shoe Inc** - 7 reviews - Place page  
www.newbalance.com - 20 Guest Street, Boston - (617) 783-4000

[More results near Boston, MA](#) [Rate places to improve your recommendations](#)

**Boston Shoe Stores**  
171 businesses reviewed for Shoe Stores in Boston on Yelp. Read about places like: John Fluevog Shoes, ... **Best Boston Shoe Stores By Neighborhood** ...  
www.yelp.com > Boston > Shopping > Fashion - Cached - Similar

**Best shoe store in boston Boston**  
Reviews on Best shoe store in boston in Boston - Berk's, Steve Madden, John ...  
www.yelp.com/search?...best+shoe+store...boston...Boston%2C... - Cached - Similar

[Show more results from yelp.com](#)

**Boston's Best Shoe Stores - Shopping - Time Out Boston**  
Nov 8, 2010 ... Boston's best: Shoe stores. OMG, shoes. By Christine Liu. Berk's Shoes its location in Harvard Square is a no-brainer, as the selection of ...  
www.timeoutboston.com/shopping-style/.../bostons-best-shoe-stores - Cached

**Map:** A map of Boston, MA, showing several shoe stores marked with red pins labeled A through G, corresponding to the search results. The map includes major roads like I-93 and I-90, and neighborhoods like Cambridge, Brookline, and South Boston.

**Ads:**

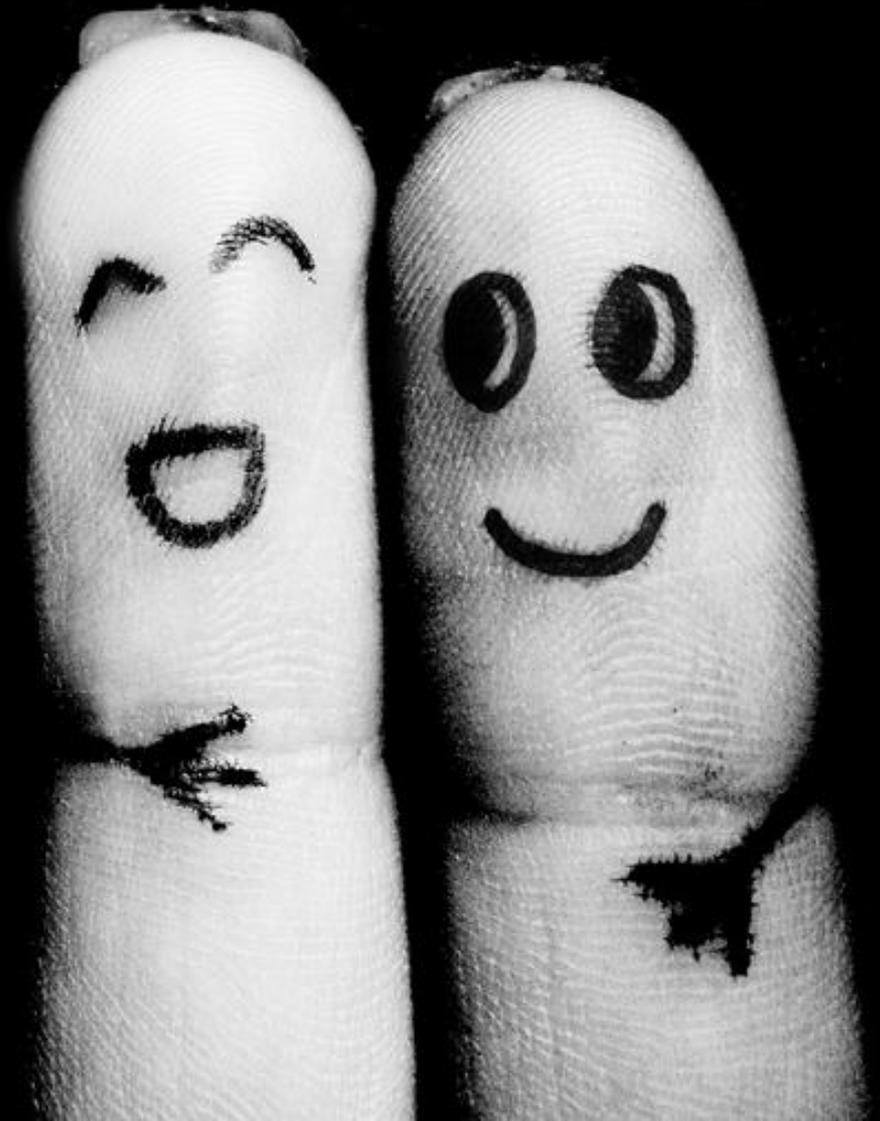
- Best shoes**  
Hottest Designer Brands on Sale!  
Stylyzer quiz: shop in your style.  
www.boutiques.com
- City's Best: Boston**  
Discover Everything that Boston Has to Offer at the New City's Best  
citysbest.com
- Shoe Store at Zappos**  
Huge Selection of Shoe Store.  
Free Shipping and Free Returns!  
zappos.com is rated 4.5 stars  
www.zappos.com



Companies that blog get  
**55% more**  
website visitors.

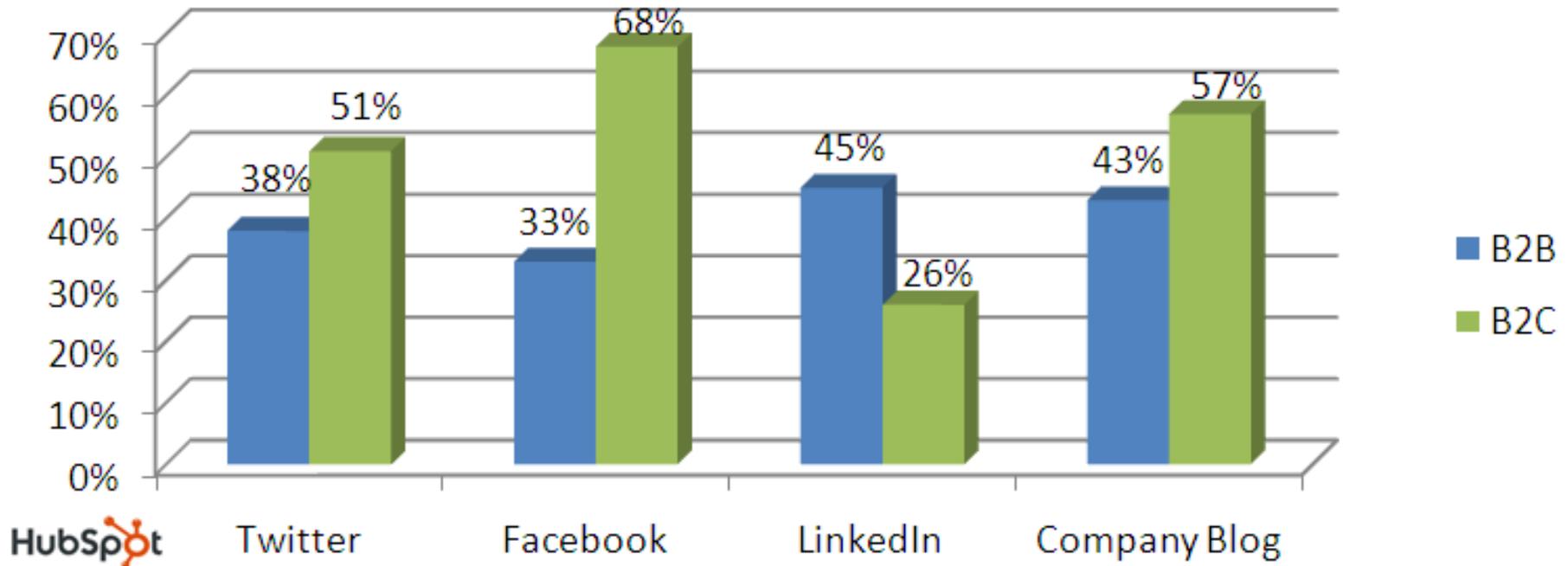
# 57%

of businesses have  
acquired a customer  
through their  
company blog.



# Social Media is for B2B and B2C

Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

Google is our new business card.

The Google logo is centered at the top of the page, rendered in its signature multi-colored font (blue, red, yellow, green, red).

Google Search

I'm Feeling Lucky

[Advanced search](#)  
[Language tools](#)

[Resources](#) related to the crisis in Japan and ways to help.

[Advertising Programs](#)   [Business Solutions](#)   [About Google](#)

© 2011 - [Privacy](#)

# What is Social Media?

- **It's media** (content that is published) **with a social** (anyone can add to it) **component.**  
(Mike Volpe, VP of Marketing at Hubspot)
- ***It takes the business networking event online.***
- It is simply another communication tool.

# Social Media Platforms

Often the basic use levels are free to use.

- Facebook
- Twitter
- LinkedIn
- Blogs
- Podcasts
- YouTube
- Google+
- Webinars



# Online Personal Brand

- Your personal brand is **the way you are represented to prospective business connections and people**. Your brand is your **professional image** and it is **reflected by your online presence** through your LinkedIn profile, blog, social networking sites, and any other online platform you're visible on.

# Online Personal Brand

- You will have an online personal brand.  
This is not in question
- The only question is:

Who will control your online brand?

You or someone else?

# Google Search 1<sup>st</sup> 4 Results



dawn houghton court reporter



## [Dawn Houghton | Court Reporting Blog](#)

[www.obrienandbails.com/blog/?Author=Dawn%20Houghton](http://www.obrienandbails.com/blog/?Author=Dawn%20Houghton)

Dec 7, 2012 – Posts by **Dawn Houghton** on The **Court Reporting** Blog by O'Brien & Bails will keep you up to date with the latest information in **court reporting** ...

## [Dawn Houghton | Page 1 | Court Reporting Blog](#)

[www.obrienandbails.com/blog/?Author=Dawn%20Houghton...1](http://www.obrienandbails.com/blog/?Author=Dawn%20Houghton...1)

Aug 29, 2012 – Posts by **Dawn Houghton | Page 1** on The **Court Reporting** Blog by O'Brien & Bails will keep you up to date with the latest information in court ...

## [Dawn Houghton | LinkedIn](#)

[www.linkedin.com/pub/dawn-houghton/12/885/14a](http://www.linkedin.com/pub/dawn-houghton/12/885/14a)

Kalamazoo, Michigan Area - Owner, O'Brien & Bails Court Reporting and Video

**Dawn Houghton**. Owner, O'Brien & Bails **Court Reporting** and Video. Location:

Kalamazoo, Michigan Area; Industry: Legal Services ...

## [Dawn Houghton profiles | LinkedIn](#)

[us.linkedin.com/pub/dir/Dawn/Houghton](http://us.linkedin.com/pub/dir/Dawn/Houghton)

View the profiles of professionals named **Dawn Houghton** on LinkedIn. ... O'Brien & Bails **Court Reporting** and Video, Freelance reporter at Associated Reporting, ...

# Many Ask - How Can I Become Influential?

- People go to the internet to be educated or entertained.
- Don't focus on becoming influential – forget about that
- Instead - Figure out how to be remarkable...to help and inspire others...and you'll become influential.
- ***What type of content are you creating that resonates with the marketplace...and your target audience?***  
Content is the fuel behind influence.
- Genuinely shine the spotlight on other people and their content and they'll shine the spotlight on you.  
(even competitors)
- ***SHOW UP and BE USEFUL***

# Stay Ahead of the Competition

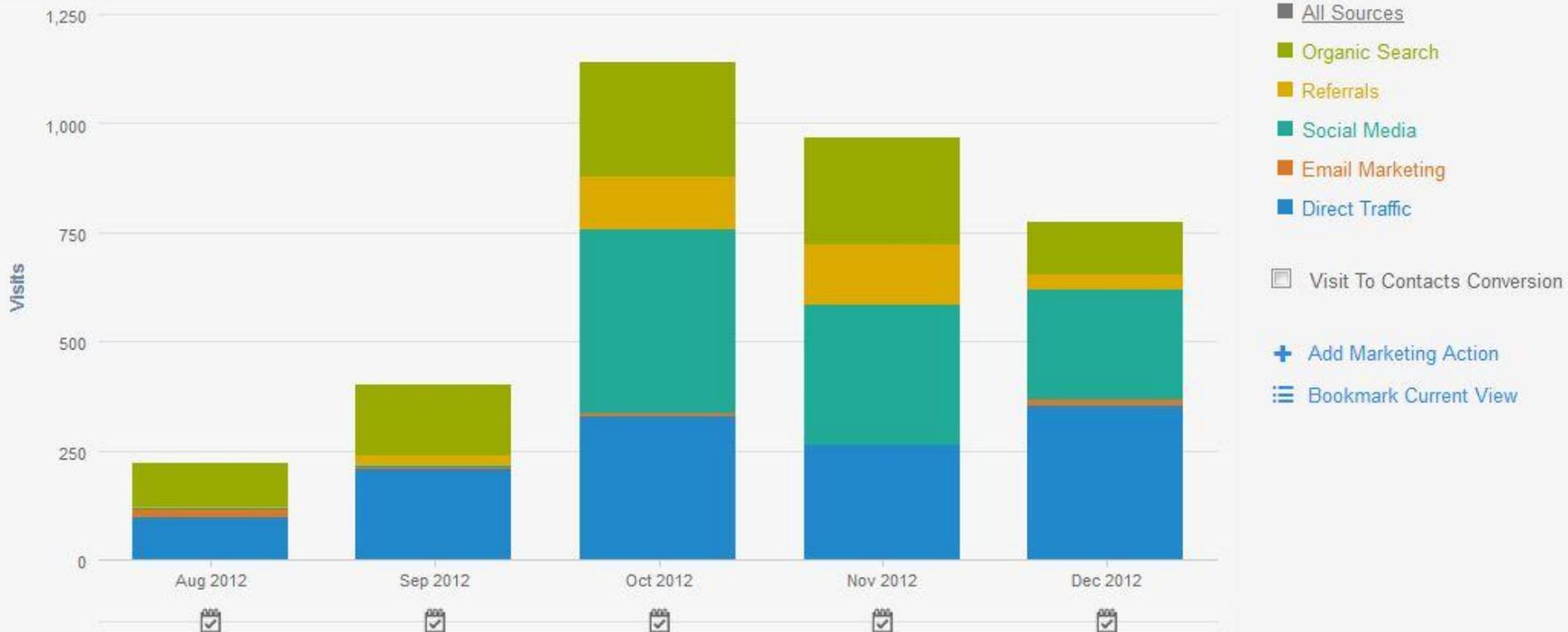
- Produce and promote valuable content
- Engage in the social media community
- As relationships are built, you will be differentiated from your competition.
- Be found by many topics in search engine results. The more content you have, the more your website will be found by potential clients. The goal is ***not to be #1 on search results for a few keyword phrases***....it's to be found in hundreds of searches, convert visitors to leads and leads to sales.

# This is working for O'Brien & Bails!

Visits

08/01/2012 - 12/20/2012 ...

Select report...



# From Aug – Dec. 20, 2012

Source	Visits	Conversion	Contacts
Organic Search	898	1.0%	9
Referrals	320	0.0%	0
Social Media	998	14.9%	149
Email Marketing	43	0.0%	0
Direct Traffic	1,238	4.0%	49
Online Sources Total	3,497	5.9%	207



New Leads!

# From Social Media

Site	Visits	Conversion	Contacts
LinkedIn	895	16.6%	149
Facebook	92	0.0%	0
Twitter	9	0.0%	0
Google+	2	0.0%	0
<b>Total</b>	<b>998</b>	<b>14.9%</b>	<b>149</b>

# Landing Pages

 Conversion Rate ▼



08/01/2012 - 12/20/2012 ... ▼

Chart	Name	Views	Conversion Rate	Submissions	First Time Submissions
	<a href="#">Download "5 Technologies Every Attorney Must Have"</a>	580	19.5%	113	105
	<a href="#">Download Your Free Report "How to Schedule a Depos"</a>	290	43.8%	127	93
	<a href="#">Schedule a Deposition</a>	61	14.8%	9	8
	<a href="#">landing-page-temp</a>	1		0	0
	Landing Pages	0		0	0
		932	26.7%	249	206



- LinkedIn is a business-oriented social networking site
- Commonly referred to as an online resume
- Connect with others in your industry
- Promote content to drive website traffic & leads
- Establish expertise
- Stay “top of mind”

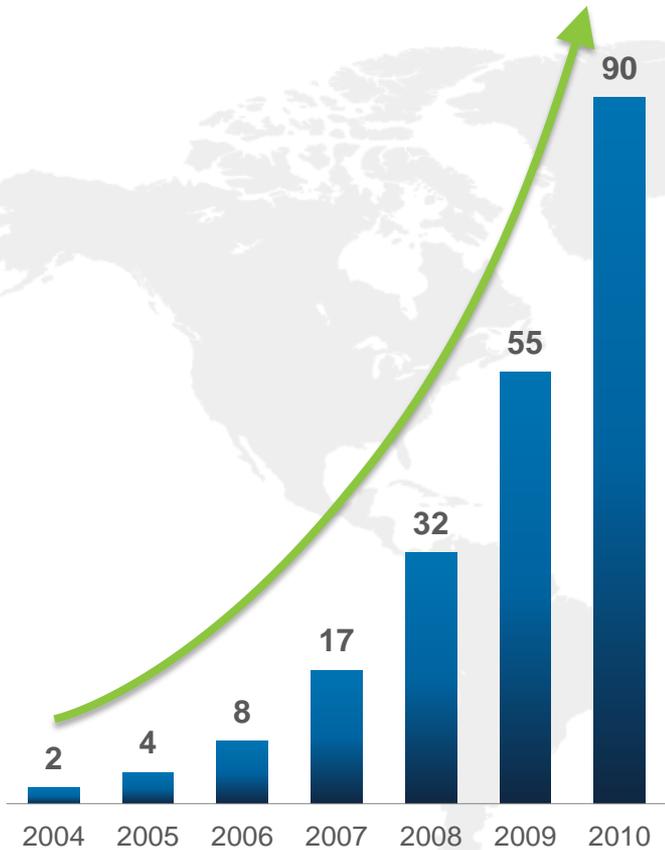
# Our mission

Connect the world's professionals to make them more productive and successful

# The world's largest professional network

Over 60% of members are now international

175M+\*



LinkedIn Members (Millions)



85%\*

Fortune 100 Companies use LinkedIn to hire



>2M\*

Company Pages



~4.2B

Professional searches in 2011

\*as of August 2, 2012

# Create and/or Improve Your Profile

- Examples:
  - [www.linkedin.com/in/dawnmhoughton](http://www.linkedin.com/in/dawnmhoughton)
  - [www.linkedin.com/in/deborahrichmond](http://www.linkedin.com/in/deborahrichmond)
- Further resources available on <http://obrienandbails.com/crt>

# Professional headline – include “Michigan Court Reporter”



## Dawn Houghton

1st

Michigan Court Reporter | Owner of O'Brien & Bails  
Court Reporting and Video

Kalamazoo, Michigan Area | Legal Services

- Current** O'Brien & Bails Court Reporting and Video
- Previous** O'Brien & Bails Court Reporting and Video, Associated Reporting, Holcomb Reporting
- Education** Ferris State University

Send a message

188

connections

 [www.linkedin.com/in/dawnmhoughton](https://www.linkedin.com/in/dawnmhoughton)

 Contact Info

# LinkedIn Groups – Promote Blogs

62 New Michigan Clients - 62 new legal clients seeking a Michigan attorney. View their cases today.



HAPPY LAWYERs 8.000+

Discussions Members Promotions Jobs Search More...

Discussion | Poll

« Previous 3 of 6 Next »



## Top 10 Mistakes Attorneys Make in a Legal Deposition

obrienandbails.com

Avoid these top 10 things attorneys do in a deposition that make it difficult for a court reporter to get every word.

1 month ago

Like

Comment

Unfollow

Flag

More

Michael Waddington, EDWIN RAMOS, CPA ESQ. and 1 other like this

Be the first to comment!



Add a comment...

Send me an email for each new comment.

Add Comment

### Latest Updates



Mimi van Eck started a discussion: Dr. Oz's Happiness Boosters | The Dr. Oz Show

Like • Add comment • 9 hours ago



Mukund Barve commented in the group on Happiness as a lawyer. My thoughts for the group: I too am enjoying a similar life style. Happy, healthy, cheerful and content. What else do we want?

Like (29) • Comment (21) • 17 hours ago



Bret Mercuris likes this comment by RJon Robins Happiness as a lawyer. My thoughts for the group: Randall, I believe the challenge you are experiencing to be a more happy lawyer stems from

# LinkedIn Group Discussion links to blog

[Home](#) 1.800.878.8750

[About Us](#)

[Services](#)

[Contact Us](#)

[Map of Locations](#)

[Blog](#)

[Subscribe by Email](#)

Your email:

[Subscribe](#)

**FREE REPORT**

[5 Technologies Every Attorney Must Have](#)

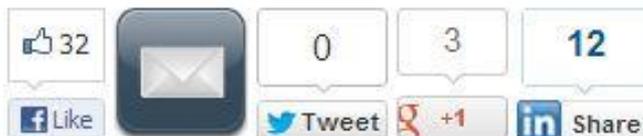
[Schedule](#)

## Court Reporting Blog

[Current Articles](#) |  [RSS Feed](#)

### Top 10 Mistakes Attorneys Make in a Legal Deposition

Posted by [Dawn Houghton](#) on Tue, Oct 23, 2012 @ 09:46 AM



As a court reporter, I've listened to thousands of depositions. My job is to take down every word so the record is completely accurate. However, there are some things attorneys do in a deposition that make it much more difficult for me to get every word. Here are the top 10 mistakes attorneys make in a legal deposition.

**1. Talking at the same time as someone else.** If what you are saying is something you consider important, you will certainly want it to be on the record. Your court reporter can only take down one person at a time in most instances. When you talk over someone else, you run the risk of having words missing because the court reporter cannot always hear two people at the



# LinkedIn Groups – Promote Blogs

[Learn to Manage Conflict - Study Conflict Mgmt With Creighton's Top-Ranked Online Grad Programs.](#)



MyLegal.com

Discussions Members Promotions Jobs Search More... Discussion

« Previous 3 of 4 Next »



## Legal Deposition Technology: Using an iPad for Depositions

obrienandbails.com

With the recent popularity of iPads and electronic tablets, attorneys are now finding new ways to use these devices in a legal deposition.

2 months ago

Like Comment Unfollow Flag More

Jeffrey L. Wolf, Nirmal Pattanaik and 1 other like this

### Share Discussion

in Twitter f +1 http://lnkd.in/unDxCc

### Latest Updates



Frank Callaghan JD|MBA|CPSM, Nitza Sonia Almentero and Lic. Giancarlo Covelli Gomez have joined the group.

3 hours ago

# LinkedIn Group Discussion links to blog

[Home](#) 1.800.878.8750

[About Us](#)

[Services](#)

[Contact Us](#)

[Map of Locations](#)

[Blog](#)

[Subscribe by Email](#)

Your email:

**FREE REPORT**

[5 Technologies Every  
Attorney Must Have](#)

## Court Reporting Blog

[Current Articles](#) |  [RSS Feed](#)

### Legal Deposition Technology: Using an iPad for Depositions

Posted by [Dawn Houghton](#) on Thu, Aug 02, 2012 @ 10:07 AM



With the recent popularity of iPads and electronic tablets, attorneys are now finding new ways to use these devices inside and outside of the office. Attorneys can now use iPads to read and make notes to client files while away from the office. We've seen attorneys using iPads to access client files during a legal deposition rather than haul around boxes of paper files. For a case that is paper intensive, this can be a huge convenience.

There are many applications that will



# LinkedIn Groups – Promote Advanced Content & Landing Pages

LinkedIn

Account Type: Basic | Upgrade



Dawn Houghton ▾

Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More

Groups ▾

Search...



[Women Business Owners - Join Who's Who now at no charge and get maximum exposure for your business!](#)



Association of Litigation Support Professionals (National...)

Discussions Members Promotions Jobs Search More...

Post a promotion | Group rules



**5 Technologies Every Attorney Must Have** [obrienandbails.com](#)  
Download "5 Technologies Every Attorney Must Have", stay current on technologies that law firms can take advantage of to work efficiently.

1 month ago

Like

Comment

Unfollow

Flag

More ▾

Be the first to comment!



Add a comment...

Send me an email for each new comment.

Add Comment

## Latest Updates



**David A. Netzer** started a discussion: [Pre-Sales Consultant-eDiscovery-Chicago](#)

Like • Add comment • 3 hours ago



**Erin Maddox Brummell** started a discussion: [Litigation Support Processing Engineer \(Philadelphia, PA\)](#)

Like • Add comment • 4 hours ago



**Arean Asgariani** likes this discussion by [Larry Lieb, ACE, CCA](#) [Windows 8 Alert for Computer Forensic and Electronic Discovery Professionals](#)

Like (1) • 6 hours ago

# LI Group Discussion links to landing page



MICHIGAN'S COURT REPORTERS YOU KNOW & TRUST (SINCE 1957) . 1.800.878.8750

## Download Free Report

First Name \*

Last Name \*

Email (we will keep your email completely private) \*

Message

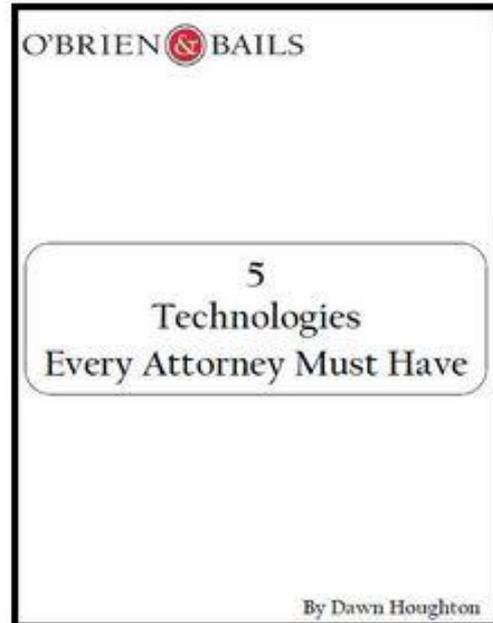
Submit

## Free Report: "5 Technologies Every Attorney Must Have"

To stay relevant in today's legal environment, you need to stay current on technology. This guide, "5 Technologies Every Attorney Must Have", shows you technologies you can start using today.

- Increase the efficiency of your law practice
- Get up to speed on these legal technologies

Enter your information in the form to receive your free guide "5 Technologies Every Attorney Must Have", and stay current with the changes in legal technology



# LinkedIn Groups – Promote Advanced Content & Landing Pages

Are You an Entrepreneur? - Get Gmail for Business, Google Calendar, Google Docs and more. Free Trial!

e-legal e-LEGAL Mid West USA: Chicago Columbus Cleveland Detroit...  
a subgroup of e-LEGAL

Discussions Members Promotions Jobs Search More... Discussion Poll



## New Free Report "How to Schedule a Deposition and...

obrienandbails.com

When scheduling a deposition, you don't want to miss any important details! Our report, worksheet and checklist will walk you through the process of scheduling a deposition. We know all of the details you are responsible for in...

16 days ago

Like Comment Unfollow Flag More

Be the first to comment!



Add a comment...

Send me an email for each new comment.

Add Comment

### Latest Updates



Dawn Houghton started a discussion: Legal Technology: Is Dropbox Secure Enough For Your iPad?

Like Add comment 6 hours ago



Chris Coakley has joined the group.

Send message 22 hours ago



Kim Giger started a discussion: Project Manager with Forensic Experience

Like Add comment 8 days ago

See all updates »

# LI Group Discussion links to landing page



MICHIGAN'S COURT REPORTERS YOU KNOW & TRUST (SINCE 1957) . 1.800.878.8750

## Download the Report

First Name

Last Name

Email (we will keep your email completely private)

Submit

## Sign Up For Your Free Report "How to Schedule a Deposition" with checklist!

When scheduling a deposition, you don't want to miss any important details! Our report, worksheet and checklist will walk you through the process of scheduling a deposition.

- Report "**How to Schedule a Deposition**" gives you the low-down on the information you will need to gather.
- The **Deposition Scheduling Worksheet** will walk you through gathering all of the information you will need.
- Use the **Quick Deposition Checklist** over and over to make sure you don't miss a single detail.

We know all of the details you are responsible for in scheduling a deposition. Our report, worksheet and checklist will allow you to schedule your next deposition quickly and easily.

O'BRIEN & BAILS

How to  
Schedule a Deposition

# Next Steps

- LinkedIn profiles & connect with clients
- Content Contest
  - Questions from clients & answers to those questions
  - Funniest things that have happened to you as a court reporter or in a deposition
- Email to [dawnh@obrienandbails.com](mailto:dawnh@obrienandbails.com) by Friday, Jan. 4, 2013. Winners announced Friday, Jan 11, 2013.
- 1st place - \$20 starbucks card
- 2nd place - \$10 starbucks card

# Next Steps

- Expect regular CR Trainings
- <http://obrienandbails.com/crt> - recording & additional resources will be posted. You'll be notified by email.