

ADVICETALK

AdviceScene Monthly Newsletter

Web Templates for Lawyers are Here at Last!

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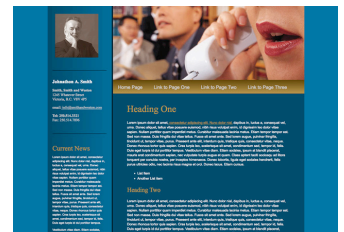
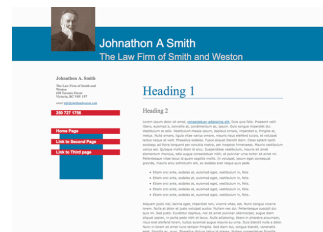
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So you've decided that you need your own website—now what? Don't know the first thing about programming your own website? That's OK, many of us don't have a clue what HTML is, let alone how to use it. AdviceScene now offers legal website templates that you can manage yourself without knowing anything about HTML code. These templates come with their own content management system (CMS). A lawyer can have their own website set up within minutes. Our websites come with built-in SEO (search engine optimization). This means that not only do you have a site within minutes, but you have a site that people will be able to find. Lawyers are normally charged thousands of dollars to have their own website designed, hosted and SEOed, but AdviceScene has developed legal web templates for lawyers for as little as \$39.99 per month.

We've been working on these templates for quite some time, so we're really excited to introduce them. Anyone that uses one of our templates will be allowed an 'upgrade' to any new templates that come out in the future. And we offer technical support to all those people that use our templates—you're never left out in the cold. When you choose a template to host with us, you choose a user name with our "grokme.net" domain, so your url looks like this: www.grokme.net/yournameorpracticearea (that's part of the built-in SEO). The data in the registration form is used on each page of your template to fill in information on your new site, and then this information is indexed to Google to help with your search engine optimization. If you have an existing domain name you can just forward it to your new site (yes, we'll help you figure out how to do that).

We have several options for hosting and downloading our templates. Below are just some of the template example you can choose from. Just remember that only our hosted templates come with built-in SEO and can be set up within minutes. The other options all take a little more time and effort—it's whatever works for you.

Get started now. It's easy. Click [here](#) to connect to our template page.



Press Release - Free Advice Site Challenges Lawyers to Support Pro-Bono Work

VICTORIA, British Columbia – September 2, 2009 – [AdviceScene.com](http://www.advice-scene.com) will donate \$50.00 and provide online promotion for any lawyer that volunteers for the Advice-A-Thon to be held on three different days in Victoria, Vancouver and Kelowna, British Columbia. Advice-A-Thon lawyers volunteer their time to provide free legal advice to raise funds so BC's pro bono programs can continue to facilitate access to justice for low and modest-income people.

As an incentive, AdviceScene.com will also offer a 20% time-limited discount on all of its online promotional packages to any lawyer in Canada who matches their \$50.00 sponsorship pledge to Advice-A-Thon volunteer lawyers. AdviceScene.com offers the legal community a variety of promotional packages, including websites, hosting, a directory with free and premium listings and sponsorship opportunities on the fastest growing legal site in Canada.

AdviceScene.com is a fully moderated, social networking community linking lawyers and the public to provide a free and democratic exchange of legal information. President Nancy Kinney explains, "AdviceScene.com was founded on the belief that an effective legal system includes democratizing the law through providing free legal information and advice that everyone can access." As part of its pledge to donate 5% of advertising revenues to pro bono legal efforts in Canada, AdviceScene has already donated \$550 to the Advice-A-Thon event. Kinney goes on to say that since AdviceScene.com is where Canadian go to get legal questions answered online, the sponsorship of Advice-A-Thon was a natural fit for their values.

AdviceScene.com staff will be live blogging on-site and interviewing lawyers and organizers to create a video record of the Victoria event on Friday, September 18, 2009 to be held at Centennial Square between 9:00 am and 5:00 pm. The Vancouver Advice-A-Thon will be held on Friday, September 11, 2009 from 9:00 am to 5:00 pm at Victory Square Park. The Kelowna event will be held Tuesday, September 15, 2009 from 10:00 am to 3:00 pm at Rotary Centre Art Walk.

More information on Advice-A-Thon can be found at <http://www.advice-a-thon.ca>

About AdviceScene.com

Founded in 2009, AdviceScene.com was established to provide a fully moderated, social networking community linking lawyers and the public to provide a free and democratic exchange of legal resources. A key differentiator is that AdviceScene.com provides legal information from lawyers, judges and law students, in addition to information provided by the general public. The site offers lawyers a credible method to join the online world and discuss legal matters not only amongst themselves, but with potential clients. AdviceScene.com continues to evolve and expand with new features like Morality Meter and soon to be introduced 'CyberCourt'.

For more information

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<http://www.advice-scene.com>



DynamicLawyers.com: Access to Justice Through Technology.

Toronto business lawyer Michael Carabash thinks he has come up with a better way for Ontario lawyers and prospective clients to connect. His website, www.DynamicLawyers.com, allows users to freely and anonymously post their legal issue(s) online and have Ontario lawyers compete by bidding on the work. The idea is simple: Need an Ontario lawyer? Make a post. Get FREE information and quotes.

The history behind www.DynamicLawyers.com is quite interesting. Last spring, Carabash was surfing www.craigslist.org (a popular free classifieds website) and noticed something peculiar: in the clutter of lawyer posts advertising their services on mass, a few individuals (i.e. non lawyers) had taken the initiative to actually post their legal problems online and seek legal advice. These individuals were onto something: they were leveraging technology to get quick and free answers from lawyers, including how much it would cost for a particular legal service. Carabash responded to two of them and they ultimately became his clients. This got him thinking: why not have a website dedicated to people posting their legal issues online and getting free information and quotes from local lawyers? So, with the help of three technology and marketing-savvy friends from business school, Carabash set out to develop what would ultimately become www.DynamicLawyers.com.

After months of hard work, the website officially launched in Toronto in November 2008. Since then, www.DynamicLawyers.com has been featured over a dozen times in various prominent local and national media and legal trade publications, which you can find here. Most recently, Carabash was featured on TV and on the radio because of the findings of the website's latest report on legal fees (where 500 Toronto lawyers were interviewed about their legal fees). All of the website's reports on the legal community can be [viewed here](#). Be sure to watch www.DynamicLawyers.com expand across Ontario and the rest of Canada! It is a fabulous new service that will help democratize the law and enhance access to justice.

Also check out Michael Carabash's new ebook, "[4 Steps to online legal marketing](#)", with great tips for ranking higher in search engine results.



Dynamic
Lawyers™



Making discovery ESI





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ADVERTISING OPPORTUNITIES

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BANNER ADS - Starting at \$49.99/month
468x60 pixel horizontal banner ad
includes productivity report every 3 months

TILE ADS - Starting at \$39.99/month
125x97 pixel rectangle ad
includes productivity report every 3 months

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Starting at \$199.99/month
We offer advertising opportunities in our **AdviceTalk Newsletter**. Your ad will appear throughout the newsletter, both on the website and on the electronic version which is sent to subscribers. Sponsorship also includes profile about your firm, or an article written by you concerning a legal issue. Newsletters are archived on our website for a minimum of one year.

[Sponsor the MoralityMeter](#)

Starting at \$99.00/month
Each week, a new MoralityMeter question is posted and is voted on by the public. Your ad will be exposed everytime a visitor votes.

Why advertise with AdviceScene?

Virtually everyone visiting AdviceScene and asking questions in our legal forum is a potential client. Through advertising with AdviceScene, online and in our newsletter, you are exposing your brand to literally thousands of people who are looking for legal information. Banner advertising and enhanced directory information means You are the one members will see when they take the next step and begin looking for representation. Click [here](#) to learn more.

To Register on our forum (free):

<http://advicecene.com/canadian-legal-forum>

To Register on our Directory (free):

<http://advicecene.com/lawyers/>

Email us:

info@advicecene.com

TUG OF WAR
JUSTICE HARVEY BROWNSTONE