

# SPEAKER INFORMATION KIT

**Ernie Svenson**

## About Ernie

Ernie Svenson handled complex commercial litigation matters for 18 years in a big New Orleans firm for 18 years. His practice was frustrating and hard to manage because of the massive amounts of paper, mind-boggling overhead, and soul-crushing billable hour quotas.

Then he discovered how to create a paperless practice. That enabled him to automate key workflows—instead of begging paralegals to push paper and then stay on top of them to make sure they did it right.

He also learned that having a low-cost weblog was a powerful way to build trust online, from which then came a steady flow of great new clients. These discoveries allowed him to create a fulfilling solo practice. One that was Ninja-efficient, easy to manage, and financially lucrative.

Now, he helps fellow lawyers use technology to modernize their own practices. Ernie is a nationally recognized speaker and author on various topics such as paperless lawyering, email efficiency, document automation, and online marketing.

## Ernie Can Speak On The Following Topics

### **Law Firm Autopilot: 3 Pillars to Prosperity & Freedom**

#### ***Session Description***

Learn to create a practice so smooth-running that it feels like it's on autopilot. Discover how you too can earn more while working less so you can spend more time away from the office doing fun things besides practicing law.

All you need is a proven blueprint that shows you how to use technology sensibly and strategically.

#### ***What The Audience Will Learn:***

- \* How to get better clients the fast, simple, inexpensive way (using basic technology that you're already used to and adept with)
- \* How to dramatically improve efficiency (and lower overhead) through digital automation (and the #1 reason why you've failed to do this already)
- \* How to hire exceptionally talented workers to help you run your law firm, even on a part-time basis (using virtual assistants available to you anywhere in the world).



## **Paperless Lawyering: Making Your Practice Exponentially Easier To Manage**

### ***Session Description***

Imagine being able to instantly access information in your client files, anytime—even if you're out of the office. Learn the simple, sensible method used by a commercial litigator who went from paper-intensive big firm practice into a low-overhead solo practice. You can smoothly make the shift to an efficient, low-stress paperless practice even if your computer skills are limited to doing email and surfing the web.

### ***What The Audience Will Learn:***

- \* The biggest myth about paperless lawyering.
- \* The best scanner for small law firms (there is only one choice).
- \* Which documents you **MUST** keep in paper form.
- \* The top 5 benefits of a paperless law practice.
- \* Why PDF skills are crucial, and how to learn them painlessly and quickly.
- \* How to start transitioning (the answer will surprise you!)

## **Managing Your Online Reputation Ethically & Professionally**

### ***Session Description***

Your legal reputation is influenced by what you do. But words also matter, especially what other people say about you on the Internet. You can influence online dialogue to enhance your professional stature. But you need to use tasteful tools and methods appropriate to lawyers.

### ***What The Audience Will Learn:***

- \* The #1 most powerful thing you can do to impact your online reputation.
- \* Why an effective website is crucial for small firm lawyers, and **WAY** more affordable than you probably imagine.
- \* A fantastic tool for following up with site visitors that's incredibly dignified, but strangely overlooked by 95% of small firm lawyers.
- \* How social media is over-rated and mostly useless for influencing your online reputation.
- \* Why the most powerful secret to online reputation building isn't technology, but something simpler and more profound.

## **Cloud Services for Lawyers- Practical & Ethical Considerations**

### ***Session Description***

Storing documents in the cloud is now easy, and affordable for businesses of any size. But are cloud services secure and appropriate for lawyers? And how can lawyers evaluate cloud services? This session will explain how.



### ***What The Audience Will Learn:***

- \* What “cloud services” are, and which ones you’re almost certainly already using.
- \* What ethics rules govern your use of cloud services, and how to make sure you comply.
- \* Why managing your own server(s) is expensive, no longer necessary, and likely to result in a serious security breach.
- \* The #1 weakest link is in your law firm’s security chain, and how to fix it.
- \* Which cloud services are appropriate for lawyers, and which will make your practice easier to manage.

## **Digital Security for Lawyers: Avoid Hackers & Lost Data**

### ***Session Description***

Hackers are a constant, serious threat. They’ve set up automated bots that scour the web for vulnerabilities, and odds are you’re on their hit list. And yet, if you know what to do, you can protect yourself against virtually all of those common attacks.

### ***What The Audience Will Learn:***

- \* What the #1 weak link is in your security wall (hint: it’s not anything that runs on electricity)
- \* Why weak passwords are the #2 weak point, and how to quickly and easily prevent hackers from gaining access through this channel.
- \* How hackers use the same ploys that con artists and magicians use. Once you understand how the trick is done, you will see it coming and finally be able to avoid it.
- \* How you can stop a hacker from gaining access to your online accounts EVEN IF they have your password.
- \* The best tool for improving your password security, that makes your life even easier. And it’s totally FREE!

## **Visual Persuasion- Surprisingly Powerful (and Ethical) Influence Tactics**

### ***Session Description***

Psychology & neuroscience have uncovered simple but powerful methods for persuading people to accept messages in text or visual form. This session will show you step-by-step tactics for getting people to better remember, and later act on your messages.

### ***What The Audience Will Learn:***

- \* How to effectively and quickly capture anyone’s attention, even in a world of pervasive and countless distractions.
- \* Why the human brain absorbs visual information more easily, and more quickly.
- \* Why visual information helps us remember even boring information reliably and easily.
- \* How you can instantly improve your memory by 200% using a simple trick first developed by the Greeks over 2,000 years ago.
- \* How to use visuals to better explain complex ideas, and persuade people in subtle ways that they won’t even notice.



## The Shockingly Effective Guide to Efficient Email

### Session Description

Email is now the bane our existence: necessary, but overwhelming. Email often keeps us from accomplishing more important tasks. And it definitely stresses us out. But, there are ways to keep email in its place, be productive, and minimize stress. This session will show you how.

### What The Audience Will Learn:

- \* Why our brains were not equipped to deal with a constant stream of emails
- \* How to process emails in a way that doesn't mess up your hypersensitive "cognitive machinery."
- \* How to filter unproductive emails automatically (without spending even one minute setting up filters or fooling with technology).
- \* How to spot emails sent by hackers who are waiting for you to click a booby-trapped link so they can get complete control of your computer and all of your data.
- \* How to crank out responses to emails 300% faster than you're used to.

## What Event Organizers Say About Working With Ernie

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*I have known Ernie for a number of years as a member of the Law Practice Division of the American Bar Association. Ernie is a terrific writer and speaker and I would endorse him and give him high marks in both areas.*

**MARK ROBERTSON**  
ABA

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*Ernie was really amazing to work with. He always responded to my requests same day and provided materials well ahead of deadline.*

**STEPHANIE PHELAN**  
MYCASE

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*When my company was looking for a presenter on that topic for a webinar to be broadcast online and for our holiday party, Ernie's was the only name I considered.. Ernie brings good humor and an engaging affability to every presentation he gives, and is always thoughtful and professional. He is sensitive to deadlines, prepares himself well and can adjust to technical difficulties and unexpected hiccups.*

**JARED CORREIA**  
MASSACHUSETTS BAR ASS'N

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*As Conference Chair for the recent Solo & Small Firm Technology Conference at The Florida Bar Winter Meeting, I was thrilled with the service that Ernie provided me and all of the conference attendees. From assisting with planning the conference and speaking during numerous segments during the conference, Ernie has proven himself to be a fantastic resource for all things technology based as they relate to the practice of law. He is a dynamic speaker who really really knows his stuff!*

**SEAN DESMOND**  
FLORIDA BAR ASS'N

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*As Vice-Chair of the Indiana State Bar Association Solo Small Firm Conference, I had the pleasure of asking Ernie to give the Keynote Address at our Conference in June, 2012. Having seen "Ernie the Attorney" several times as a speaker at ABA TECHCHOW, it did not surprise me that Ernie gave one of the most compelling presentations I have ever seen, giving his viewpoint on the advantages of the solo practice of law. The audience \_ gave Ernie one of the highest speaker ratings given to a presenter in the history of the Conference. I would highly recommend Ernie as a speaker and cannot wait to have him return.*

**MARC MATHENY**  
INDIANA BAR ASS'N

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# What Audience Members Say About Ernie's Presentations

*I recently heard his speech on Adobe Acrobat, one of his areas of expertise, and not only thoroughly enjoyed the presentation, but learned a lot, even though I thought I was a pretty experienced user. Highly recommended!*

**MICHAEL FOX**

*By biggest sensei in starting my solo law practice was Ernie Svenson. Not only did he give me good advice about the business end, he was also my spiritual guide. Ernie is an amazing guy.*

**DAVID SPARKS**

*What I found most appealing about Ernie's presentation though was his genuine and sincere desire to help fellow lawyers leverage technology to achieve their goals.*

**SIERRA ANNE PINO**

*I have had the opportunity to hear Ernie present on law and technology multiple times in different settings. Each time I have found his presentations engaging and informative. His passion for learning and using technology to improve the practice of law is evident, and the practical solutions offered in each presentation reflect his depth of knowledge and well preparedness.*

**DAVID OGWYN**

*An incredible value and experience! Ernie gave me so much information that I was looking for in planning my solo firm, and saved me so much time, instead of trying to find answers on my own.*

**CARLEE GONZALES**

*I recently attended a presentation by Ernest at the 2014 ABA Tech Show about the use of Adobe Acrobat in a law practice and was extremely, extremely impressed. Ernest went above and beyond the call of duty, and helped me set up a digital signature using Acrobat following his presentation. I cannot recommend Ernest highly enough - if you are looking for a speaker on technology issues (especially Acrobat).*

**GREG GOONAN**

*Ernie helped me organize, mobilize, and optimize my personal injury law practice. Following his advice, I've made more money than ever while lowering my stress levels and overhead.*

**PARKER LAYRISSON**

*It is clear that you love helping people*

**CATHERINE FAIRCHILD**

*I had the chance to hear Ernie at a Florida Bar conference, all I can say is wow. I thought I was pretty tech savvy before hearing Ernie speak. After about 5 minutes I stopped doodling and started listening. My first day back at work had me implementing his tips, purchasing his book and signing up for his newsletter.*

**DON MORRELL**



## Schedule An Appoinment

Book an appointment to speak with Ernie about having him present at your next event. Click the link below to get find a day and time that works best for you.



**Book A Call**

<https://ernieattorney.as.me/speaking>

