

?

?

let **America** know  
Member Startup Guide & Best Practices



## New Member's Overview

Hello and welcome to Let America Know™, the e-marketing program for plaintiff attorneys that delivers positive, timely information to clients, past clients, other professionals and valuable referral sources.

This overview is designed to provide you and your staff with tips on how to set up your account and to manage your own edition of *You Should Know*, the Let America Know e-newsletter. Our goal is not to overwhelm you with a multi-page manual, but rather to point out key features and direct you to more information as needed. We think you'll quickly see that Let America Know is simple to set up, requires very little time to maintain, but gives you powerful communication tools to use on behalf of your practice and the profession.

If you need help at any time during the setup or maintenance of your account, don't hesitate to contact us. As a member of this elite group of attorneys and their staff, you will receive prompt, personal attention to any of your questions, concerns or suggestions. See the last page of this guide for extensive contact information.

### Contents

- **Customizing Your Newsletter** **Pg. 3**
- **Adding Subscribers, Building Lists** **Pg. 8**
- **Monthly Publication Schedule** **Pg. 12**
- **Preview System** **Pg. 13**
- **Support** **Pg. 15**

*Revised: 07/2012*

## Customizing Your Newsletter

Once you've successfully registered online for Let America Know, you can customize and manage your newsletter from your Account home page (see sample below).

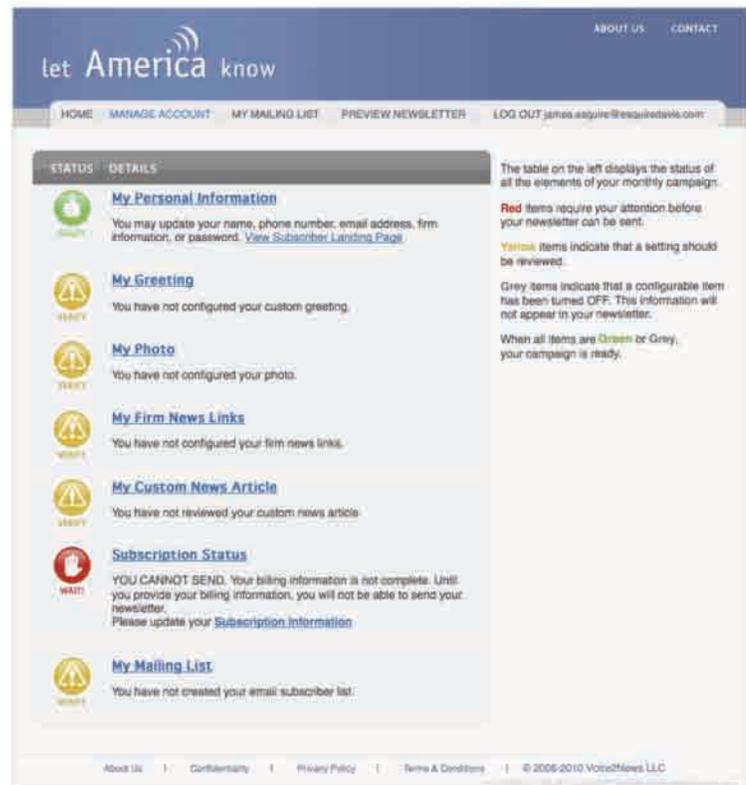
At first it will look like the example here with "Yellow" icons showing that you have information you can add including your contact information and greeting, photo, custom message, billing information and subscribers. Once you've added these elements, the icon will turn to a green "Thumbs Up!" **Important note:** when you enter or change any of the information on any management page, make sure to click on the  button at the bottom of the page. Otherwise your changes will not be saved.

Here are some helpful tips to have in mind before you start filling in each section:

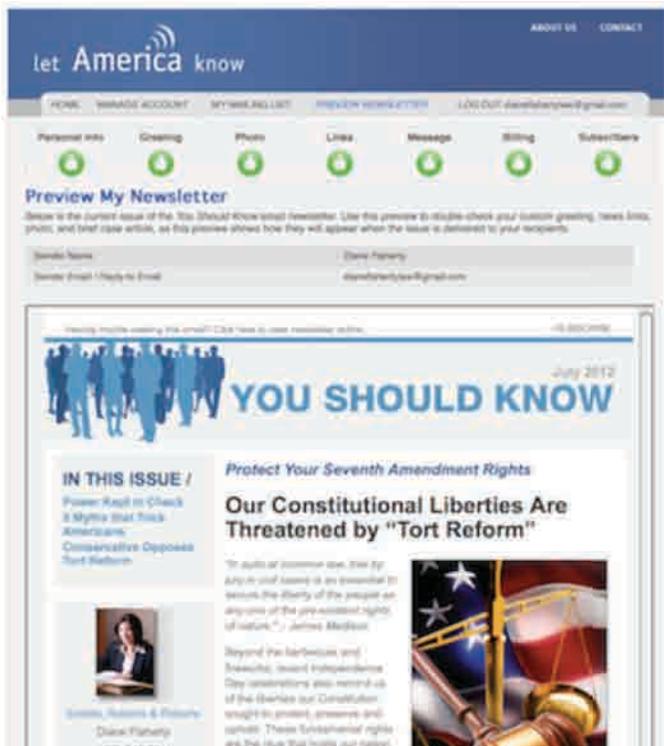
- **Preview Newsletter Feature**  
Right at the top of your account management page you'll see a tab titled PREVIEW NEWSLETTER along with MANAGE ACCOUNT, MY MAILING LIST, and LOG OUT. Any time you want to see how your newsletter will look with the information you have entered and/or changed on the account management page, click on this tab.

Let's try this now so you know how to view your newsletter as you fill in each section:

- Click on MY CONTACT INFORMATION & GREETING. Enter something in field 2 under the law firm name (lawyer's name, address, phone number, etc.)
- Hit the SAVE button.



**The icons change from yellow or red to green when you have successfully entered and saved your info.**



See how your newsletter will look by clicking **PREVIEW NEWSLETTER** at the top of the management page.

- Click on **PREVIEW NEWSLETTER** at the top of the page, and voila! You will see exactly how your newsletter looks with the new information added. You can do this as often as you like while you build your newsletter the first time and anytime thereafter when you make changes

- **Active vs. Inactive**  
You will also note **ACTIVE / INACTIVE** buttons for the following sections: *My Greeting*, *My Photo*, *My Firm Links* and *My Custom News Article*. Most often you will want to choose **ACTIVE** if you've entered information into these sections so it will be displayed in your newsletter. However, there may be occasions where you will make a section **INACTIVE** if you don't want it to appear in your newsletter. Note that

you will not lose anything you've already entered into a section by making it inactive. Again, you can select **PREVIEW NEWSLETTER** to see how your newsletter will look if you decide to make a section **INACTIVE**.

Now lets take a quick look at each customizable section of your newsletter:

- **My Contact Information & Greeting**  
You will find your contact information and customized greeting on the same management page:
  - **Email address and FROM: line**  
Enter the email address and name here that you want subscribers to see on the **FROM: line** in their in-boxes. Best practice is to use a name and address familiar to your subscribers. It must also be a working email address that is monitored in your office.
  - **Names and Contact Information**  
Next, enter the contact information that your subscribers will see under your photo or law firm logo. There are four lines for contact information. The name of your law firm should already appear on Line 1 based on the information you entered in *My Personal Information*. This field is also linked to the website address you entered on that page as well. If you want to change either of these, click on *My Personal Information*.

Now proceed to Line 2, which would typically be the name of the lawyer. Addresses, phone numbers, etc., can all be entered on Lines 3 and 4.

The screenshot shows the 'My Greeting' management page. At the top, there are navigation tabs: HOME, MANAGE ACCOUNT, MY MAILING LIST, PREVIEW NEWSLETTER, and LOG OUT. Below these are icons for Personal Info, Greeting, Photo, Links, Message, Billing, and Subscribers. The 'My Greeting' section has a sub-header 'My Greeting' and two instructions: 'You may include a greeting message to personalize your email newsletter.' and 'You may include optional links to your profile on popular social networking sites.' The main form area is divided into three sections: 'From Line' with fields for email address (jflane@flahertylaw@gmail.com) and name (Diane Flaherty); 'Contact Info' with four lines for name (Estelle, Carson & Roberts), address (Diane Flaherty), phone ((952) 546-5611), and another line; and 'Social Media Links' with optional fields for LinkedIn, Facebook, and Twitter URLs. Below these is a 'Suggested and Customized Greeting' text area containing a message about the right to a civil trial by jury. At the bottom, there are 'Save' and 'Cancel' buttons and a character count: 'You have 1 characters remaining.'

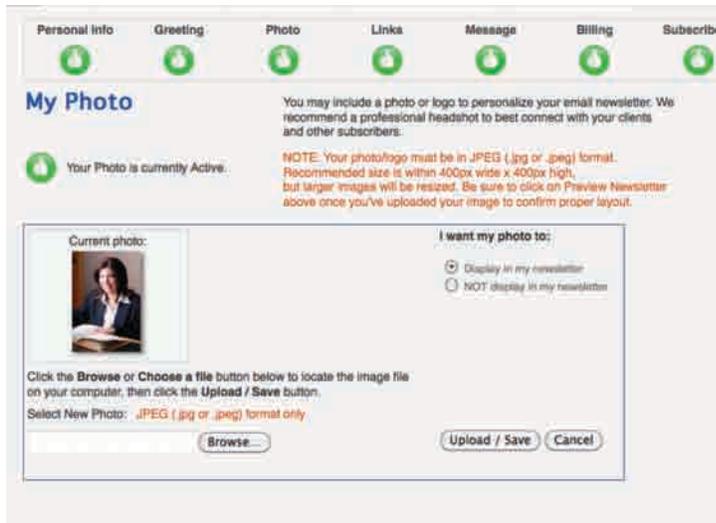
- **Social Media Links**  
If you have social media accounts at LinkedIn, Facebook or Twitter, enter the url for your account in the appropriate field. This will create an icon link in your contact information that allows subscribers to visit and join your social media sites. Leave the field blank if you do not have a social media account and the icon will not appear. Note: an email icon automatically appears in your newsletter and is based on the email address listed on the *My Personal Information* page. You can change it there, but

Here is the Contact Information and Greeting management page already filled out.

keep in mind that this will now be the new user name for your account login.

- **Dear Subscriber and Suggested Greeting**  
A “Suggested Greeting” based on the most recent newsletter already appears in this field. Each month we update the Suggested Greeting as a service to our members before we send out the newsletter. You can use this greeting by leaving it as is, or you can edit and/or delete the Suggested Greeting and enter your own.

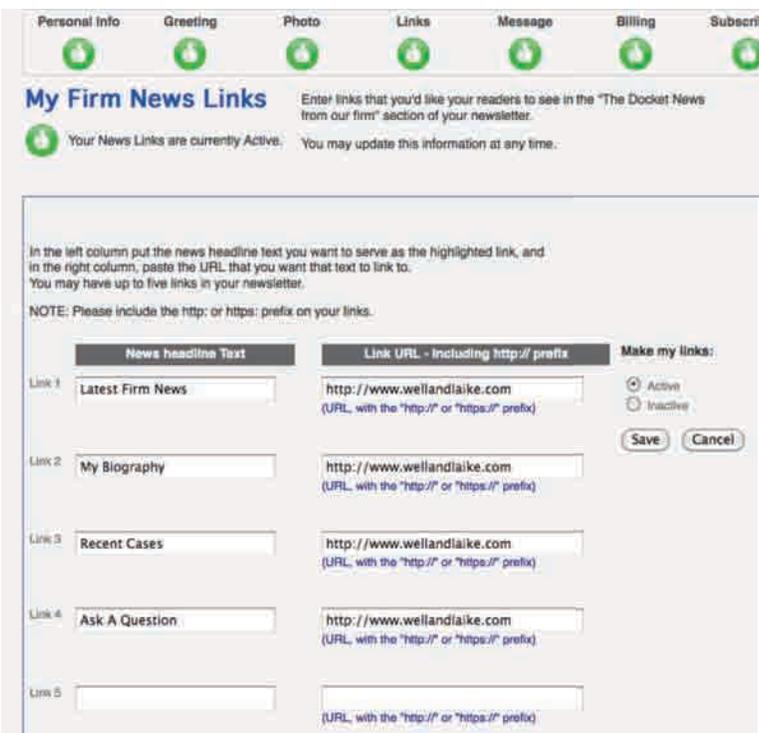
The greeting appears under your contact information, and will start with “Dear [Subscriber’s first name].” Enter a message up to 250 characters long including spaces. Don’t worry about counting characters because there is an automatic counter at the bottom of the entry box that will tell you how many characters you have left. You can cut and paste copy from other applications as well. Make sure you click on SAVE and ACTIVE when you are finished entering your greeting and before you click on any other section.



- **My Photo**  
Your photo is an instant reminder of the relationship you have built with your clients and referral sources. If you don't have a good, professional headshot on file, we recommend you consider having a photo taken. You can also use a law firm logo.

Your photo/ logo should be color and must be a JPEG file (.jpg or .jpeg).

Recommend sizing is within 400 pixels wide by 400 pixels high, although the system will resize larger images. Images with unusual dimensions may not display well, so be sure to click on PREVIEW NEWSLETTER once you've uploaded your photo. Let us know if you have a photo you would like to use but are having trouble preparing for proper display.



- **My Firm News Links**  
You can enter up to five links here to existing Web pages that you would like to feature for your subscribers. These are often pages from your own website and might include your bio, practice areas, firm news, contact information, etc. When subscribers click on the name you give a link, their Web browser will open and take them to the Web address you've entered with the name. Don't forget to include <http://> in front of the Web address.

- **My Custom News Article**

Here's your chance to expand on a personal or professional accomplishment you think your subscribers might find interesting. It could be news about a good case outcome, a public service initiative, a professional recognition, a new paralegal or associate, etc. Include a headline that will capture the attention of your subscribers, and a related story with up to 600 characters including spaces. Again an automatic counter will appear to make sure your

HOME MANAGE ACCOUNT MY MAILING LIST PREVIEW NEWSLETTER LOG OUT diane@fisherlaw.com

Personal info Greeting Photo Links Message Billing Subscribers

### My Custom Message

Your custom message is used to tell your subscribers about recent news pertaining to your practice and accomplishments.

You may enter up to 600 characters in the custom message, and you can link to your website to provide further information for your subscriber.

You may update this information at any time.

Your Custom Message is currently Active.

Headline: (Max length: 65 characters)  
**Americans Deserve The Truth**

Article Link URL:  
<http://www.letamericaknow.com/>  
 (URL with the "http://" or "https://" prefix)

Note: This URL is clickable at the end of your custom message with the link shown as "Continue Reading".

Make my message:  
 Active  
 Inactive

Save Cancel

(Max length: 600 characters)  
 Let America Know is a powerful new e-marketing tool that connects you and your clients with a compelling, customized e-newsletter. Let America Know is also a counter voice to the massive disinformation campaign aimed at our profession. As a trial lawyer, you owe it to yourself - and your future - to find out more!

285

story is 600 characters or less. Add a link where indicated and "Continue Reading" will appear at the end of the story, allowing readers to view or download related information from your website or anywhere else on the Web.

Once you have filled out each section and are satisfied with your newsletter, you are ready to add subscribers as described in the next section.

Newsletter fully customized with photo, contact information, greeting, social media icons, links and news

Having trouble viewing this email? Click here to view newsletter online. UNSUBSCRIBE

July 2012

# YOU SHOULD KNOW

### IN THIS ISSUE /

- Power Kept In Check
- 5 Myths that Trick Americans
- Conservative Opposes Tort Reform



**Fisher, Green & Hobart**  
 Diane Fishery  
 (952) 546-5411

Dear Subscriber,

Our Founding Fathers saw the right to a civil trial by jury as the "great equalizer" between individuals and powerful institutions. Yet, some today would weaken this right for political and financial gain. Here is our update on this important issue.

[in](#) [f](#) [t](#) [g+](#)

### Protect Your Seventh Amendment Rights

## Our Constitutional Liberties Are Threatened by "Tort Reform"

*"In suits at common law, trial by jury in civil cases is as essential to secure the liberty of the people as any one of the pre-existent rights of nature."* - James Madison

Beyond the barbecues and fireworks, recent Independence Day celebrations also remind us of the liberties our Constitution sought to protect, preserve and uphold. These fundamental rights are the glue that holds our nation together. Yet, many Americans do not realize that the Seventh Amendment, which guarantees our right to trial by jury in civil cases, is currently under attack. Advocates of "tort reform" are pushing for an overhauled justice system, which would change centuries-old common law and is in stark opposition to the vision of our Founding Fathers. **You Should Know** what's at stake.



**Contact Info**

### BY THE NUMBERS /

### THE DOCKET /

- LATEST FIRM NEWS
- BY BIOGRAPHY
- RECENT CASES
- ASK A QUESTION

Americans Deserve The Truth

Let America Know is a powerful new e-marketing tool that connects you and your clients with a compelling, customized e-newsletter. Let America Know is also a counter voice to the massive disinformation campaign aimed at our profession. As a trial lawyer, you owe it to yourself - and your future - to find out more! **Continue reading.**

**79**  
 Percent **Greeting**

Between 1985 and 2003, the number of personal injury suits in U.S. District Courts declined by 79 percent from 3,804 in 1985 to fewer than 900 in 2003.

Source: *Federal Tort Trials and Verdicts, 2003-2005*, Bureau of Justice Statistics

**0**  
 Difference **Links**

There was no change in health-care costs after a 2003 Texas constitutional amendment put a cap on medical malpractice lawsuit payouts. Proponents argued that capping damage awards would curb malpractice lawsuits and insurance costs while lowering the cost of health care.

Source: *New Study: Tort Reform Has Not Reduced Health Care Costs in Texas*, The Stakeout

**50,000**  
 More Deaths **News Story**

Fifty thousand more people could die over 10 years (beyond the 44,000 to 98,000 already estimated to die annually from medical errors) if Congress limits the legal rights of patients.

Source: *Letter to the Simpson-Bowles Commission*, 2010 Consumer and Patient Safety Organizations

## BOOKMARK FAVORITES /

Lawyers, Clients Protect the Seventh Amendment

## Adding Subscribers

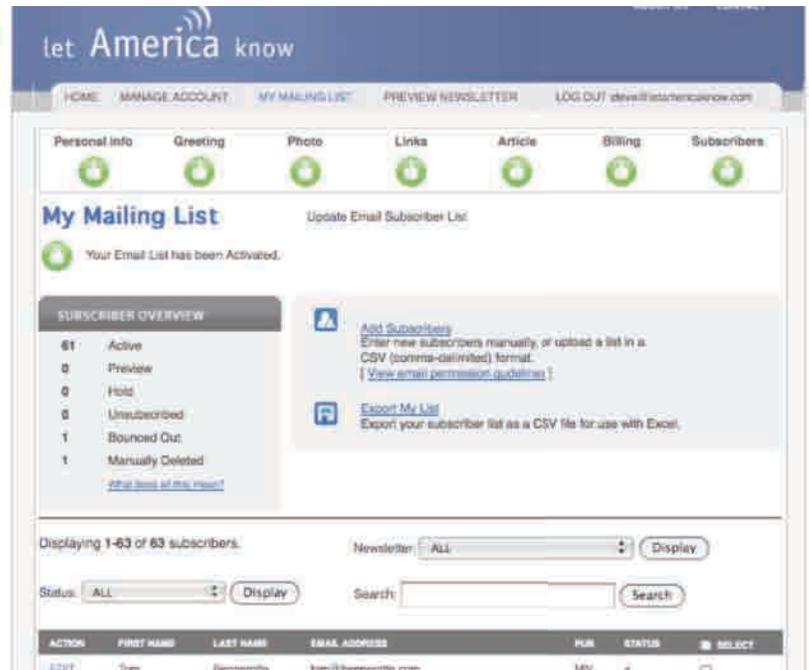
Adding subscribers to your account is simple and can be done one subscriber at a time or from a list using our Batch Upload function. Many lawyers already communicate with their clients via e-mail, so capturing these addresses is as easy as exporting them from whatever e-mail or client management program you already use. You can send your newsletter to any current or past client, any referral source you have done business with in the past, or anyone else you have an established relationship with. For more information on what e-mail addresses are okay and not okay to use, please be sure to read our *E-Mail Permission Guidelines* on the Mailing List administrative page. Sending e-mail to people you do not know is a violation of the federal CAN-SPAM Act.

☐

### List Uploads

The easiest way to add a lot of e-mail addresses to your account at once is to use the Batch Upload function. If you have a current contact list, export it as a Comma Separated Values or .CSV file (a standard “save as” in almost all address programs). If you are using a list created with Microsoft Excel, you can also “save as” a .CSV file. Once you have your list somewhere on your computer, go to the *My Mailing List* page and click on ADD SUBSCRIBERS. Hit the BATCH UPLOAD button and follow the instructions. **Also note:**

- Best practice is to upload a first and last name with your email address so your greeting is personalized with “Dear [First Name]”. If you have other columns of data in



Upload and manage your subscriber list from this page.



Subscribers can be entered one at a time or in a batch.

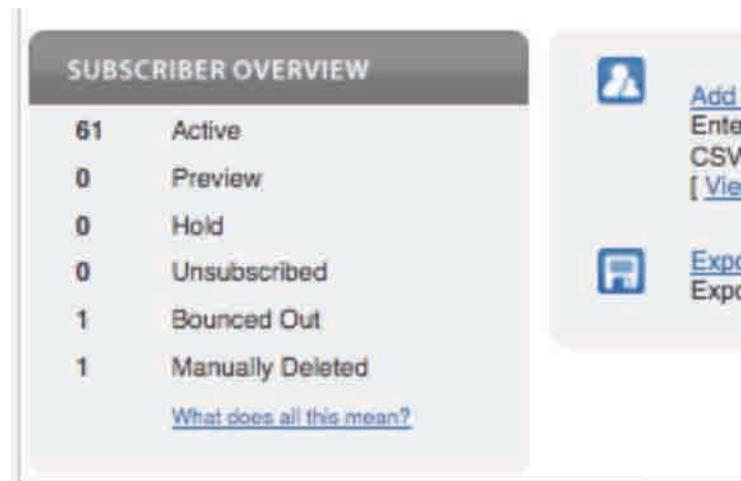
your list (like address, city, state, etc.), you will tell the program to “Skip this Column.”

- If some or all of your records do not have a first or last name, “Dear Friend” will automatically be inserted in the salutation.
- Don’t worry about duplicates as the list program automatically skips duplicate e-mail addresses. So you won’t have to remember which addresses are new and which are already on your subscriber list when you add more names in the future. Simply upload the original list with the new names added and the system will eliminate duplicates. The same is true if you try and enter a single subscriber that you already have on your list.

### Subscriber Overview

Once you have entered subscribers, you will see them listed alphabetically on your mailing list page. You can search for and edit an address here, or change its status. An abbreviation for the status is listed in the far right column of your list. There is also a “Subscriber Overview” panel above your list that will tell you how many subscribers you have in each status.

A new subscriber will automatically be “Active” when added to your list and will receive your newsletter the next time it is published. However, the status of a subscriber can be changed for many reasons either by the system (in the case of “Unsubscribed” or “Bounced Out”) or by you. You can review the meanings and uses of each status by clicking on the link “What does all this mean?” under the Subscriber Overview window.



SUBSCRIBER OVERVIEW	
61	Active
0	Preview
0	Hold
0	Unsubscribed
1	Bounced Out
1	Manually Deleted
<a href="#">What does all this mean?</a>	

**The Subscriber Overview displays the status of all the subscribers on your list.**

Here’s a quick overview:

- **a - Active**: these subscribers will receive your newsletter each month when it is published.
- **p - Preview**: this category should be used for those people you would like to receive the preview issue of your *You Should Know* newsletter **before** it is sent to the full subscriber list. Read more about the Let America Know previewing system in the next section.
- **h - Hold**: this category can be very useful in certain rare situations. If for any

reason you feel there are particular individuals on your mailing list that you would NOT like to receive the upcoming issue of *You Should Know*, simply change their status to "Hold." Once the newsletter has been sent, you can change the subscriber's status back to active. One example of when you might use the "Hold" status is if, for example, the next issue focuses on medical malpractice and you have a referral source on your list that is particularly sensitive to that issue.

- **u - Unsubscribed:** these subscribers have asked to be removed from your mailing list. You can view those people who have asked to be unsubscribed by displaying this list. However, you cannot make them active again as they are permanently blocked throughout our system. After reviewing these subscribers, we suggest you permanently delete them from your list.

ACTION	FIRST NAME	LAST NAME	EMAIL ADDRESS	PUB	STATUS	SELECT
<a href="#">EDIT</a>	Andy	Anderson	sample@address.com	MN	a	<input type="checkbox"/>
<a href="#">EDIT</a>	Allan	Appleby	sample2@address.com	MN	p	<input type="checkbox"/>

Sample entries from a mailing list.

- **b - Bounced Out:** e-mails to these subscribers were returned to the system as "undelivered." They can be hard or soft bounces depending on the situation. Soft bounces are when someone's mailbox is full or they have set their account to vacation, etc. Hard bounces are permanently undeliverable e-mails because the address no longer exists or there is an error in the way the address is spelled. Once an address displays as bounced, the newsletter will not be mailed to that subscriber in the future (see below for options).

- **d - Manually Deleted:** these are subscribers that you have manually deleted from the system. They are saved in this category so you can review them for use in the future. NOTE: permanently deleted addresses are completely removed from your list and cannot be retrieved.

You have a couple of options on how to handle bounced addresses:

A) Review Addresses

Review the addresses for clients/friends you think should be receiving the newsletter. Often times the problem is a misspelling in the address, or forgetting to put in a period or "@" where they belong. If you find a mistake and correct an address that wasn't spelled correctly, be sure to change the status back to active when you are finished. They will now receive the newsletter in the future.

B) Update Important Addresses

If the address for a bounced subscriber appears correct and you still want

them to receive the newsletter, you will need to contact that individual and get an updated address.

### C) Delete Address

Most bounces are hard bounces. So in most cases a bounced address is probably outdated. And in most cases you will want to delete them as opposed to spending the time necessary to contact the subscriber and get a new address. You can change the status of these subscribers to "Manually Deleted," which as mentioned above means you can review these addresses later if you like. Or you can permanently delete them from the system.

## **Exporting Lists**

You can also export a list once it is in the system. Just click on EXPORT MY LIST next to the Subscriber Overview window on the *My Mailing List* page and choose "All" if you want the entire list, or only the part of the list you want to review, including: Active, Hold, Unsubscribed, Bounced Out or Manually Deleted. The file will download in .CSV format and can be opened with most spreadsheet programs.

?

## **Building Your Lists**

There are many list building "best practices" available that can provide you with clever suggestions on how to build your subscriber list. But the first and most important step is to get started as soon as possible! Start small – even with just a few friends, colleagues and key people from your e-mail address book or client management program. As mentioned earlier, you don't need permission up front from people you already know. We also make it very easy for people to unsubscribe if they don't want to receive the newsletter, a request we've found to be very rare.

Then begin thinking about how to routinely ask people for their e-mail addresses. This request can easily be incorporated into the intake process for clients and potential clients, when you meet with a new referral source, or whenever you or your staff have meaningful contact with someone who might enjoy hearing from you. All of our current members have been pleasantly surprised at how often the answer is "Yes, absolutely, send me your newsletter."

We also have .html code available for a "Sign Up For My Newsletter" button that you can place anywhere on your website. This will take visitors to a special signup page that has already been customized with your photo, greeting, contact information, etc. They can then enter their contact information and subscribe directly to your newsletter. Let us know if you would like to have a "Sign Up For My Newsletter" button on your web site, and we will provide the appropriate code to whoever manages your web site.

We will also send you tips from time-to-time on other ways you can build your subscriber lists. Bottom line: this is a lot easier than it looks, and once you get the hang of it you will be amazed at how quickly your list grows and multiplies!

## Monthly Publication Schedule & Editorial Calendar

A successful e-mail communication program must be personal, anticipated and relevant. So far we've covered how you personalize your newsletter; now we can talk for just a minute about how we make sure your newsletter is anticipated and relevant.

### Anticipated

Depending on the state you live in, *You Should Know* is published without fail during the first full week of every month on Tuesday, Wednesday or Thursday. We move the publication day around to generate the best possible open rates or to avoid a holiday. As you will read below, we provide you with advanced notice of the exact date of publication each month so you are never taken by surprise and can prepare your greeting, news story, etc., accordingly.

### Relevant

We work closely with your state trial attorneys association and the American Association for Justice to choose topics for *You Should Know* that speak directly to the health and safety concerns of the "average" citizen and his or her family. This is not a treatise on the specific merits of plaintiff law, but rather a very practical guide to avoiding dangerous or potentially harmful situations before they occur. While you have an opportunity to share information about your practice, the majority of the newsletter is designed to be relevant to your client, potential client, etc.

We choose the topics we cover with help from a group of attorneys who are active in state and national trial lawyer associations. This also allows us to incorporate topics and messages that are current and important to the profession. As part of this process, we publish a 12-month editorial calendar of future themes for each upcoming issue of *You Should Know*. (Contact our offices for the latest calendar.) This calendar can help you prepare a relevant greetings and/or news story if you are interested in doing so.

We are also very receptive to any ideas or comments you might have regarding future topics for *You Should Know*. Just contact our editor Steve Miller any time either through e-mail ([steve@letamericaknow.com](mailto:steve@letamericaknow.com)) or by telephone toll free at (866) 589-7670.

## Preview System

We have developed a simple monthly preview system so you and/or your staff can see how your newsletter will look before it is actually published. Our goal:

- Ensure that you know exactly what is going out to your clients under your name so you are never surprised
- Provide an opportunity to change your greeting or news story to reflect the theme of the current newsletter, or update any other element of your newsletter
- Invite comment on any facet of the newsletter content in regards to completeness, accuracy or tone

### Process

Several days before we publish the newsletter each month, we will send you (and designated staff) two e-mails:

#### 1. Editor's Advisory

This is a specific message from our editor regarding the upcoming issue of *You Should Know*, including any items of special interest. We include the exact date and time of publication so you will know when your subscribers will receive your newsletter.

#### 2. Preview Newsletter

Immediately following the Editor's Advisory, we send you a preview of the upcoming issue of *You Should Know*. The subject line will be specially formatted so you know it is a preview as follows: **You Should Know PREVIEW:** [Topic]. The newsletter will appear to have come from you with



### Editor's Alert & Advisory: July 2012

#### In This Alert

- July Delivery Schedule
- This Month's Topic: The 7th Amendment
- New Feature: Auto-Updated Greeting

#### Final Delivery Schedule: Thursday, July 12, 10:30 a.m., CDT

We hope you enjoyed the Independence Day holiday and have returned to work rested and relaxed. We were busy here last week, incorporating new features that we hope you will find useful. As a result, we are running a bit behind schedule. Therefore, you will note that we are moving publication of the July issue of *You Should Know* to this Thursday, July 12 at 10:30 a.m. CDT.



*"Tort reform" can be a divisive issue, but perspectives often change when the issue is reframed through the 7th Amendment. – Steve Miller, Editor-in-Chief*

Your PREVIEW issue will immediately follow this advisory email. It will appear to come from you with your photo, contact information, greeting, news article, etc., as it is now set in your account. If you would like to change any of this information, log in BEFORE Thursday, July 12, 10:30 a.m., CDT, by [clicking here](#).

#### This Month's Topic: The 7th Amendment and "Tort Reform"

When the issue of "tort reform" is re-framed in the context of the 7th Amendment, people on both ends of the political spectrum are better able to see what's really at stake. With the recent celebration of Independence Day fresh in mind, we also have an opportunity to remind readers:

The Editor's Advisory includes the exact publication date and time for each issue along with other important updates from the Let America Know editorial and customer service team.

your name and e-mail address in the “From” line. This is intentional as it shows you exactly what your newsletter will look like when it is sent to your clients.

If you want members of your staff or anyone else to also receive a copy of your preview newsletter, make sure you enter the names and e-mail addresses into your subscriber list and change their status from “Active” to “Preview.” These subscribers will then receive both the Editor’s Advisory and the Preview Newsletter.

## Support

EVERYTHING we do at Let America Know is driven by your satisfaction. That means we are here to provide you with support – and encourage your feedback – on all aspects of our program:

- Account management
- Editorial planning
- Technology improvement
- Professional development

*Direct any customer service question or comment to:*

**Toll free:** (866) 589-7670

**E-Mail:** [customerservice@letamericaknow.com](mailto:customerservice@letamericaknow.com)

**Url:** [www.letamericaknow.com](http://www.letamericaknow.com)

**Mail:** 2955 Zarthan Ave. S.  
St. Louis Park, MN 55416-1811

*Direct specific editorial questions, comments and suggestions to:*

**Steve Miller, Editor**

[steve@letamericaknow.com](mailto:steve@letamericaknow.com)

*Direct billing and technology-related questions to:*

**Bill Wendlandt, Technology**

[bill@letamericaknow.com](mailto:bill@letamericaknow.com)

*Direct questions regarding business and professional development to:*

**Art Kosieradzki, Legal**

[art@letamericaknow.com](mailto:art@letamericaknow.com)

We also work closely with the leadership of your state trial lawyers association through Let America Know advisory committees. If you would like to learn more, contact your state trial lawyers association.