

Effective Copywriting in a 140 Character World

By:

Ari L. Kaplan
Ari Kaplan Advisors
New York, New York

Stuart Teicher
CLE Netshows, LLC
East Brunswick, New Jersey

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Ari L. Kaplan
Ari Kaplan Advisors
New York, New York

In addition to the newly released, Reinventing Professional Services: Building Your Business in the Digital Marketplace (Wiley, 2011), Ari Kaplan is the author of Amazon.com bestseller The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking and Business Development (Thomson-West, 2008), which is about how law students, lawyers and other professionals can stand out in today's stagnant economy. The *New York Law Journal* called it "[a] must-have treasure box of marketing ideas." He has addressed thousands of individuals in the legal community worldwide, who identify with his sincere approach to marketing.

Kaplan offers strategic and cost-effective suggestions for immediately transforming one's perspective, profile and practice. He spent nearly nine years with large law firms in New York City and understands the delicate balance between self-promotion and professionalism. He has interviewed hundreds of authorities on related topics and brings those perspectives to bear in each of his presentations.

Kaplan has been recognized in The Wall Street Journal's Law Blog, the Houston Chronicle, the ABA Journal, Above the Law, the National Jurist, the Chicago Lawyer, the California Recorder, the Miami Herald, the New York Post and other publications. As the principal of Ari Kaplan Advisors, he provides law-related ghostwriting and industry research services, personal coaching, and training for students and professionals on publishing, communications, career enhancement, business development and networking. In addition to being the founder of the Ari Kaplan Advisors charitable book collection through the Intergenerational Literacy Project in Chelsea, Massachusetts, he has served as a member of the *Law Technology News* Editorial Advisory Board and serves on the Board of Editors for ALM's *Marketing the Law Firm* and *Legal Tech*. As a ghostwriter, he focuses on legal technology and other law-related topics.

Kaplan has published over 200 articles, served as an Internet law commentator for CNET Radio and has been interviewed on CNN. He received Apex Awards in 2010, 2008 and 2007 for feature writing, and was named a "Law Star" by LawCrossing. He is admitted to the bar in New York, New Jersey and Washington, D.C. He earned his J.D. from George Washington University Law School and his B.A., *magna cum laude*, from Boston University.

Stuart Teicher
CLE Netshows, LLC
East Brunswick, NJ

Stuart I. Teicher, Esq. is a professional legal educator who focuses on ethics law and critical lawyering skills. A practicing lawyer for over 17 years, Stuart's career is now dedicated to helping fellow attorneys survive the practice of law and thrive in the profession. Mr. Teicher teaches seminars, provides in-house training to law firms and gives keynote speeches at conventions and association meetings.

Stuart helps attorneys get better at what they do (and enjoy the process) through his entertaining and educational CLE Performances. His expertise is in "Technethics," a term Stuart coined that refers to the ethical issues in social networking and other technology. Stuart also speaks about "Practical Ethics"-- those lessons hidden in the ethics rules that enhance a lawyer's practice.

Mr. Teicher is a Supreme Court appointee to the New Jersey District Ethics Committee where he investigates and prosecutes grievances filed against attorneys, an adjunct Professor of Law at Rutgers Law School in Camden, New Jersey where he teaches Professional Responsibility and an adjunct Professor at Rutgers University in New Brunswick where he teaches undergraduate writing courses.

