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A NOTE FROM JULES

October is a wonderful time of year. The temperature is cooling down, telling us that winter is on its way. October also plays host to a wonderful day known as Halloween. Halloween is not just a time for kids to dress up and get candy, but a time where some of us more conservative adults can assume a different identity and loosen up for one night.

I once saw a cartoon that said, "Adults are just big kids who have lost their sense of humor." I hope that's not true. I would like to think that there's a little kid lurking inside all of us! So, take some time to relax and have fun. And watch out for the kids so they can have a fun and safe Halloween! Happy Haunting!

P.S. Ask me about our new software sharing program.

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TPS

Real Brief

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Thompson Paralegal Services, LLC

1216 Elm Avenue · Norfolk, NE 68701

P: 888-4-GR8-LGL · F: 866.336.9593

Email: jthompson@tpslegal.com · Web: www.tpslegal.com

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The Fine Art of Requesting Referrals

Referrals should be your best source of new business. In fact, asking for referrals can be the most critical component of your business development.

Let's face it: trust is not the first word that comes to mind when most people think of attorneys. That all changes when you are referred by a trusted source. A referral eliminates doubt and builds a bridge to the new client.

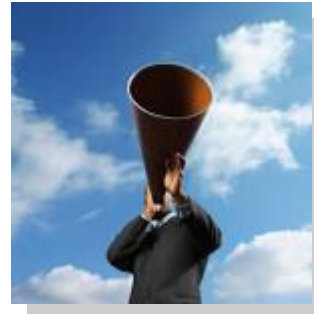
While you can't assume satisfied clients will automatically refer you, that is just what many attorneys do.

No matter how many professional associations or networking opportunities you're involved in, you might not be getting the word out as efficiently as possible. You have to take those affiliations further by specifically asking for referrals.

Asking for a referral also means

more than just casually saying, "Let me know if you hear of anyone who needs an attorney." A vague comment is about as memorable as the standard, "How are you?" and the response is just as rote and rehearsed.

Go to key clients or past referral sources and ask them to refer you to others who might benefit from your services. Make it easy for them by providing them with business cards and brochures. Make requesting referrals one of the primary focuses of your business development efforts.



Two Elements of Effective Referral Requests:

1. Make a clear statement describing the type of clients you are looking for. The more specific, the better. If you're a small firm or solo practitioner, you may need to spend some time clearly defining what that is for yourself.
2. Make a clear statement of the type of help you are asking for. Do you want a name, an introduction, permission to mention the referral source in a phone call or email, a mutual lunch or similar meet & greet opportunity?

Asking for referrals in this way can feel awkward, but it's better than the alternative. Besides, you didn't become an attorney because you were shy!

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Potions & Brews

Make your Halloween gathering a spooktacular sensation! These twisted twists on old standbys will turn cocktail hour into the witching hour before your guests can say, "BOO!"

Black Cat Martini
3 1/2 oz gin or vodka
1/2 oz blackberry brandy or black raspberry liqueur
Black licorice stick
Pour ingredients into cocktail shaker. Add ice. Shake well. Strain into a

chilled cocktail glass. Garnish with a stick of black licorice.

Eye-ball-tini
1 shot gin or vodka
1/4 shot dry vermouth
1 radish
1 pimiento stuffed green olive
Prepare "eyeballs" a day in advance. Peel radishes, leaving thin streaks of red skin on to represent blood vessels.



Scoop small hole in each radish. Stuff a green olive, pimiento side out, in each hole. Place 1 radish eyeball in each section of empty ice cube tray. Fill tray with water and freeze overnight. Place frozen eyeball at bottom of chilled cocktail glass. Combine liquor in shaker with ice, shake well and serve chilled.

Oozing Swamp Punch (non-alcoholic)
Grape juice
Lemon-lime soda
Orange sherbet
Lime sherbet
Mix grape juice and lemon-lime soda in punch bowl. Float scoops of orange and lime sherbet into punch. Let them melt a little, so that a nasty film spreads all over the top of the punch.

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1216 Elm Avenue • Norfolk, NE 68701

P: 888.447.8545 (4 GR8 LGL)

F: 866.336.9593

Email: jthompson@tpslegal.com

Web: www.tpslegal.com

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*Contact TPS today for details on
our new software sharing program!*

Limited Time Offer—Expires This Month!

EXCLUSIVE OFFER

Try the Administrative and Paralegal Services offered by TPS, **FREE***, for a limited time! This coupon is good for:

- 4 Hours **FREE**;
- 4 Pieces of Correspondence **FREE**; or
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1216 Elm Avenue
Norfolk, NE 68701
Phone: 888 4 GR8 LGL (888.447.8545)
Fax: 866.336.9593
Email: jthompson@tpslegal.com
Web: www.tpslegal.com

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Real Brief Bits

LEGAL BRIEFS

Several months ago, solo Dan Koukol wrapped up a three-month trial and thought his work was done. But then the judge asked each side to return to argue about whether the crime was premeditated -- an issue the jury indicated with which it was struggling. California is the latest state to equip judges with a rule to help juries reach a decision and prevent a deadlock, and some judges and attorneys are raising concerns that it interferes with the jury process, as well as shifting the burden of proof.

From The National Law Journal

REAL BRIEF TRIVIA

- In Delaware Trick-or-Treating can only be done from 6-8pm on October 31st and, if Halloween falls on a Sunday, trick-or-treating must be moved to October 30th from 6-8pm.
- In *Stambovsky v. Ackley*, the Supreme Court of New York, Appellate Division ruled that a seller does not need to disclose that a house has a reputation for being haunted unless there is a fiduciary relationship or in cases of fraud or misrepresentation, because such a reputation impairs the value of the house.
- In most states, motorcycle laws prohibit riding a motorcycle in a costume or disguise.

QUOTE OF THE MONTH

“Above all, I would teach him to tell the truth...Truth-telling, I have found, is the key to responsible citizenship. The thousands of criminals I have seen in 40 years of law enforcement have had one thing in common: Every single one was a liar.”

~ J. Edgar Hoover

