

# LINKEDIN FOR LAWYERS

**FIVE NIFTY LINKEDIN TIPS  
MARKETING & BUSINESS  
DEVELOPMENT: NINE WAYS  
TO LEVERAGE LINKED IN  
WHAT IS LINKEDIN GOOD FOR?  
REFERRALS! LINKEDIN JOBS:  
IF YOU POST IT THEY WILL  
COME LINKED IN AND  
YOUR JOB SEARCH**

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## From the Editors

### The Best LinkedIn Tips from Attorney at Work



If you're a practicing lawyer, you probably have one of three possible relationships with LinkedIn.

1. You are a passionate and efficient user who daily enjoys the benefits of the turbo networking possibilities made available via this dynamic use of the Internet.
2. You have joined LinkedIn and have a profile with a photo, but can't figure out why or how you'd invest much more time in it, or what all the fuss is about.
3. You don't want anything to do with the stupid thing. It's for kids, could compromise your privacy, and, well, who has time for this stuff anyway?

The **Attorney at Work's LinkedIn for Lawyers** collection is for all of the above. Really. Because what we've done is gather our five most popular posts on the subject of LinkedIn—and gathered them here for your edification.

If you're a LinkedIn power-user you are always on the prowl for new ways to use it to your advantage. If you're among those wondering what the big deal is, it is within these pages that you will learn. And if you're a cranky novice? Well, you are missing out on the hottest business development tool around. So the least you can do is give these five posts a quick read to finally understand the fuss.

By the time you're through? We'll bet you a successful year that you've pulled up [www.linkedin.com](http://www.linkedin.com) and have begun tweaking your settings and polishing your profile.

*Merrilyn Astin Tarlton, Partner/Catalyst*

*Joan Feldman, Partner/Editorial*

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ABOUT ATTORNEY AT WORK



# How I Increased My Billable Time by \$2000 Each Month – While Actually Working Less

By Adam Tope, Esq.

## Like you, I hate keeping track of my billable time.

I used to spend hours each week going through sent emails, my calendar and my notes to figure out what I did every day.

I knew there had to be a better answer than notepads and start-stop timers.

The problem with the start-stop timer, for me, is that I'm constantly getting interrupted throughout the day. So I'd start the timer once in the morning—and realize five hours later it'd been running against the same task ever since, because I forgot to toggle it!

Time-entry methods were equally ineffective. I am far too busy and multitask far too much during the day to be bothered with the tedious effort of creating a new time entry when I change tasks.

Finally in 2007, I'd had enough—so I designed a product that'd automatically track my time and let me easily organize that time so I could accurately and easily bill my clients.

I'm excited to announce that our groundbreaking time-keeping product, **Chrometa**, is now available to Attorney at Work readers.

You can get started with **Chrometa** for free—and be up and running in a matter of minutes.

Please start capturing your billable time automatically with Chrometa now. (Available for PC and Mac)

**FREE VIDEO:** HOW I KEEP TIME WITHOUT HANDWRITTEN NOTES OR START/STOP TIMERS

## Does Chrometa sound too good to be true?

That's typically the reaction attorneys—even Attorney at Work readers—have when they first hear about our product.

The “magic” of Chrometa is that its data collector runs in the background of your PC and/or Mac, quietly making note of your activities. It's like having your very own personal timekeeper.

When you open or compose an email, Chrometa will capture that activity. Same for documents you draft, web research you do, and even phone and meeting time—everything is captured passively without you lifting a finger.

I'm very proud of the killer time keeping app our guys have built—it's been a tremendous hit with solo and small firm attorneys, and has already been featured in *The Economist*, *Chicago Tribune* and most importantly, [Attorney at Work](#).

Please take our 1-minute video tour now.

*Adam Tope is an Associate at a large DC law firm specializing in the formation of Investment Funds such as Private Equity Funds and Hedge Funds. He currently serves as an advisor to several start-up companies including Chrometa, a Sacramento-based technology start-up. Chrometa is developing revolutionary time-keeping software to help individuals and companies in the legal and accounting industries.*

**Chrometa**

## Five Nifty LinkedIn Tips

BY MERRILYN ASTIN TARLTON | ATTORNEY AT WORK LINKEDIN COLLECTION

If you are only using your LinkedIn profile as an online resume, then you're missing the boat! Really. No modern professional should be without a basic understanding of the powerful things the business networking site can do. Yes, it's a darn simple way to easily share your C.V. information online. And it is a practical way to track the most current information for your friends and colleagues. (Because *they* keep it current and what could be easier?) But there's more to LinkedIn—a lot more. You can use it to build a reputation, crowd source tough problems, find a new job, gather competitive intelligence ... the list is nearly endless.

Step one, of course, is to get your own personal profile up there and complete it. Step two? Turn it on and let it work for you.

### Five Extremely Useful Things To Do with LinkedIn

- 1. Create a resume.** Having filled in your LinkedIn profile information, you can quickly and easily turn it into a gorgeous and professional resume any time you want. [The Resume Builder](#) will suck your professional past into a prebuilt template of your choosing and make it look good. Then, just edit as you wish, catalog it online and share a custom link or a PDF with anyone who needs it. Which, given how gorgeous this is going to look, will be literally everyone.
- 2. Export your connections.** Click on "My Connections" and you'll see a complete list of all your personal LinkedIn contacts. You may wish to access this list anytime you are looking for up-to-date information about a contact. Or, just periodically dump it into your Microsoft Outlook, Mac Address Book or other email contacts list. To do this, find "Export Connections" near the bottom of the page, click it, select the format and "Bob's your uncle!"
- 3. Keep track of someone (or something).** If you haven't already discovered it, there is a "Search" text box near the top of the LinkedIn screen. Type in the zip code, title, industry, name or whatever you wish to search on. Again, near the top, you'll find a "Save This Search" link. You can save as many as three searches this way and you'll be notified by email every time the results change for that search. You can get sophisticated with your searches, too. Say you want to locate people who have handled marketing for Geico. Just enter "Geico" and "Marketing" and search. You'll get a list of people who have been involved in Geico marketing in the past or present—either in or outside your personal network.
- 4. Find someone in a company.** Would an introduction to an executive with a specific company in your area bolster your marketing plan? Well then, don't hesitate to figure out who you know who can make that introduction. Insert the name of the company into the "Search People" field, sort the results by relationship and then fine tune the results with the criteria in the left margin. To find someone in your personal network who can introduce you to a second-degree contact, just click on "Shared Connections" under their name.
- 5. Get found.** You'll also want to make sure that people interested in the type of thing you do will find you when conducting LinkedIn searches. Keywords and key phrases are the answer. What are the critical terms and phrases used in your practice area or industry? The more of those you include in your profile, the more likely you are to be found. If you're not sure what keywords to use, just try [Google AdWords Keyword Tool](#). It will tell you what terms people search.

*Merrilyn Astin Tarlton has been helping lawyers and law firms think differently about the business of practicing law since 1984. She was a founder of the Legal Marketing Association, President of the College of Law Practice Management and an LMA Hall of Fame inductee. She blogs about innovation at [www.astintarlton.com](http://www.astintarlton.com).*

## Marketing & Business Development

# Nine Ways to Leverage LinkedIn

BY KRISTINA JARAMILLO | ATTORNEY AT WORK LINKEDIN COLLECTION

**L**inkedIn is reportedly the most popular business social networking site used by lawyers. A recent [BTI Consulting report](#) shows that nearly 70 percent of corporate counsel use LinkedIn, and that 38 percent of them rely on LinkedIn for activities specifically tied to selecting and hiring attorneys. What's more, executives from every Fortune 500 company are using it.

So, how can your firm attract and retain more clients using LinkedIn? Here are nine different ways.

**1. Build relationships with potential clients.** If you deal with corporate business, small business or real estate issues, you can use LinkedIn to network with potential clients—and educate them so they will want to come to you with their problems.

**2. Identify and connect with potential referral sources.** A lawyer who specializes in social security law can network with lawyers at general practice firms. Business lawyers can network with accountants and business advisors. Lawyers who work in the real estate industry can connect with realtors who can refer business to them. Elder care attorneys can network with professionals from assisted living homes and care giving service providers, and so on.

**3. Create a community of like-minded professionals.** A real estate attorney can share information with a group of real estate agents who may refer business when their clients need advice. Within this group, you can develop conversations and link prospects, referral sources and the media back to your blog or website where they can get even more information. Your LinkedIn group is part of the lead generation funnel.

**4. Build relationships with the media.** More media professionals are on LinkedIn—92 percent—than on any other social networking site. That means editors, journalists and reporters of local, regional and national publications and other media types are available to you on LinkedIn. Reach out and invite them to your group so they can see the type of information you offer their readers, listeners or viewers.

**5. Spread your content and prove you're a thought leader.** Placing your content—and expertise—in front of targeted prospects is the absolute best way to attract new clients and referral sources. That's why you need to join the groups your prospects are going to for information. That is where you can provide and engage in conversations.

**Placing your content—and expertise—in front of targeted prospects is the absolute best way to attract new clients and referral sources.**

**6. Nurture relationships with existing clients.** Your marketing and relationship-building efforts should not stop once someone becomes a client. Consider creating a LinkedIn group specifically to provide exclusive content and information just for clients. This can help you with client retention.

**7. Conduct market research then promote it (and yourself) via articles and press releases.**

Recently, a client who is a workplace communication expert used LinkedIn to conduct a study of CEOs, presidents, vice presidents and managers. From his research he found that 44 percent of the executives surveyed were unhappy with their employees' performance and their own communication style. Through survey questions he was also able to uncover the specific problems they were encountering. With this knowledge he then created:

- A report that showcased the results
- A Press release to reveal the results and position him as a thought leader
- Webinars to discuss solutions to the problems his audience were encountering
- Articles and LinkedIn discussions to promote the study, the report and the event
- A complete marketing and public relations plan based on the study

**8. Stay in touch with what's happening in your specialty.** Join groups that your peers, colleagues and competitors belong to. It will help you stay current on trends, problems, concerns and even specific cases. You will be able to see what others are talking about and what they have to share. And you can use this as an idea bank for articles and press releases you can write to promote your own firm.

**9. Showcase the abilities of every lawyer in your firm.** Every attorney in your practice should have a LinkedIn profile, and there should be a link to each LinkedIn profile on the individual lawyer bio pages on your firm website. This enables clients or prospects to reach out to your practice in another way and on a more personal level. It is often easier—and less expensive—to keep your LinkedIn profile updated than it is to update your own website biography.

LinkedIn is the most popular business social networking site used by lawyers. In fact, a LinkedIn search for the keyword “legal” returns more than one million results. But only a small percentage of the attorneys who use LinkedIn use to its fullest potential for bringing in more clients, referrals and publicity.

So here's my question: Why aren't you leveraging LinkedIn to market your law practice? Get on it!

***Kristina Jaramillo** creates online marketplace opportunities for lawyers and law firms who want to attract more clients. You can uncover the LinkedIn marketing mistakes you are making and opportunities your firm may be missing by grabbing Kristina's free special report at [www.Free14LinkedInMistakesReport.com](http://www.Free14LinkedInMistakesReport.com).*

# What Is LinkedIn Good For? Referrals!

BY MERRILYN ASTIN TARLTON | ATTORNEY AT WORK LINKEDIN COLLECTION

If you're one of those people who signed on for LinkedIn, filled in the basic info about your work and education and now can't figure out why nothing magical is happening, this is for you. Like much social media, you get as much as you give with LinkedIn. Unlike some social media, though, LinkedIn delivers some pretty incredible value in terms of business development or career building if you know what you're doing. But you can't be passive about it.

## Don't Just Sit There—Go Get Yourself Some Referrals

On LinkedIn, every single person is categorized in relationship to you, which is designated by a little blue number in an oval next to their name. They are "1st Connections," "2nd Connections," "Group Connections" or "3rd+ Everyone Else."

The 1st connections are the people with whom you are directly linked because you are acquainted with them and the two of you have agreed to connect on the site. The 2nd connections are people who are linked to your 1st connections. Group connections are people who belong to a group that you belong to and, well, you can figure out the rest.

So let's say you are an employment lawyer wanting to meet the HR director of a company in your town—but you don't want to make a cold call, right? It's simple:

- Enter the name of the company as the search term in the box at the top right of your home page. Then click on that company when you see it in the drop-down menu.
- Click on the blue "Employees" tab to get a starter list of all employees, past and present, who are on LinkedIn.
- Click on "See More Employees" at the bottom of that short list.
- Enter "Human Resources" as the search term in the box at the top of the left-hand column.
- Figure out which person in the resulting list is the one you want to meet. If you're lucky, that person has a blue "1st" in the oval next to his or her name, so you already know this person. Invite the guy to lunch!
- If it's a "2nd" or "3rd" in the oval, that's still okay. Click on the person's name, then look at the box in the right-hand column that says "How you're connected to X." You'll see a list in blue type of all the 1st-degree connections that you have in common with the HR director.
- Decide which of those people you know and like the best, and who thinks most highly of you! Then contact them by email or phone with a request that they introduce you to your target.

**'That is not a referral,' you may be thinking, 'it's merely an introduction.' Well, it most certainly is a referral if you've done your job well.**



- If it turns out the HR director is a 3rd-degree connection for you, there will be a little more footwork required. In that same “How you’re connected” box, you’ll see the names of your 1st-degree connections who connect with one or more of the HR director’s 1st-degree connections. You’ll then need to browse your connections to see who they know who also knows the HR director. Then you ask for an introduction ... and another, to get to the director.

“That is not a referral,” you may be thinking, “it’s merely an introduction.” Well, it most certainly is a referral if you’ve done your job well. Think about it. If a professional acquaintance called you and said she’d like to introduce you to her financial planner, wouldn’t you assume that she endorses that person? Yep. No one wants to be responsible for introducing a friend to someone sub-par, right?

Now don’t forget to return the favor.

***Merrilyn Astin Tarlton** has been helping lawyers and law firms think differently about the business of practicing law since 1984. She was a founding member of the Legal Marketing Association, President of the College of Law Practice Management and an LMA Hall of Fame inductee. She blogs about innovation at [www.astintarlton.com](http://www.astintarlton.com).*

# LinkedIn Jobs: If You Post It, They Will Come

BY VIVIAN MANNING | ATTORNEY AT WORK LINKEDIN COLLECTION

I just hired a great new employee using [LinkedIn Jobs](#). It turned out to be an incredibly easy and effective way to identify good candidates and fill the position with a minimum of effort. Deciding between candidates was the only tough part of the process! How did it work? Here are the basics of conducting a LinkedIn search for a new employee.

## Searching for a New Hire

Not knowing what to expect, I headed straight to Post a Job in LinkedIn's Jobs section, and found that the process couldn't have been easier. I also found that the monthly price for posting a job was very reasonable at \$195 for a month—less than the local newspaper want ads, and the reach was wider. Compared to other online services, the price was more reasonable and the reach more focused, too.

- **Build a firm profile.** Since job postings are tied into LinkedIn company profiles, you will need to set up your firm profile right away if you don't already have one. Go to the LinkedIn Learning Center's [Company Pages](#) if you need assistance. It's free and you'll use it for other things in the future.
- **Post your opening.** Actually, posting the job is simply a "follow the steps" routine, but if you want you can review the process at the LinkedIn Learning Center's [Post a Job link](#). It's good to know, for example, that if you make an error in the posting, you can go back and edit it. When you've completed the job details and are ready to post, just whip out your credit card and pay online. Applicants reviewing the job posting will not see your email address, so you have no worries about being inundated with emails and phone calls. In fact, all of your personal information is hidden.
- **Watch the applications roll in.** People applying for the job are asked to upload their resume, cover letter and references as part of their application. Once someone applies, LinkedIn Jobs will send you an email with a summary of the applicant's LinkedIn Profile, along with all the documents the applicant submitted. You have the ability to click through to their full profile. Also, each email includes a link to view all of the candidates applying for the job to date. You'll use that!
- **Schedule the interviews.** That's the end of the LinkedIn involvement. Once you receive the emails with profiles and resumes, you can proceed as usual to contact applicants and arrange interviews.

My recent LinkedIn job posting triggered 21 responses, every one qualified for the position. In a small city with a population of about 150,000 that's an amazing response. Given the ease and low cost of the posting, and the high quality of the applications, I will use LinkedIn Jobs in the future, without hesitation.

Oh, and if you're on the other end of the job search process, seeking that perfect job, I encourage you to set up a full LinkedIn profile and set about reviewing the Job postings regularly. LinkedIn's Learning Center has a great help page to get you started at [Job Seekers](#).

*Vivian Manning is the IT Manager at Barriston Law LLP in Barrie, Bracebridge and Cookstown, Ontario. Prior to moving into IT, Vivian practiced law primarily in the area of Municipal Land Development, with a total of 17 years in private practice before switching to the IT side of the law office. She writes the [award-winning blog Small City Law Firm Tech](#).*

# LinkedIn and Your Job Search

BY WENDY WERNER | ATTORNEY AT WORK LINKEDIN COLLECTION

**M**ore and more lawyers are using LinkedIn for professional networking, but most have barely explored it beyond “People” search. There is much to be learned! While its 90 million users may seem paltry relative to Facebook’s 500 million, LinkedIn offers a professional promise Facebook can’t touch. It can actually help you find and land a new position.

## Step One: The Basics

**Completing your profile.** If you Google yourself (and if you don’t, you should), more than likely the first result will be your LinkedIn profile. If a potential employer or client Googles you, this is precisely what she’ll see, too. Time to complete your profile, right? Like it or not, it will frequently serve as your online professional resume, so make certain that it:

- Includes a current professional head shot. It really is worth a 1,000 words.
- Presents your background and credentials in the way that most represents where you want to go in your next job.
- Emphasizes what’s most likely to be influential in demonstrating your expertise.

If you don’t know what to include, study your friends’ and colleagues’ profiles. Model your profile after the best one that you find.

**Populating your account.** Inviting people to connect with you on LinkedIn isn’t about proving you’re popular. But you do want to convey to a potential employer that you are networked in your community and field. Some people have more than 500 connections, but you may not want to connect that broadly—it may seem a little desperate. On the other hand, if you have years of experience you should easily find 100 good connections. Explore Add Connections and the People search menu, for starters, to find the right connections.

Include people in your current organization, affiliation groups, not-for-profit connections, law school and college classmates, family members and friends who you also know in their professional roles.

If you know someone who has a less than good reputation in your field, take a pass when they invite you to connect. And don’t extend an invitation to them. If someone with a dicey reputation thinks you’re swell, it can be bad news.

Ask for recommendations and write recommendations for others. This is a rare chance to do real networking on the couch while you’re watching mindless TV.

The People search box may be what we use most often, but Updates, Jobs, Companies, Answers, Inbox and Groups will be even more helpful when you’re looking for a job.

**The People search box may be what we use most often, but Updates, Jobs, Companies, Answers, Inbox and Groups will be even more helpful when you’re looking for a job.**

## Step Two: Making Connections

You've created a polished profile and begun building your connections. Now let's begin using LinkedIn's free features to find companies or firms you want to target, and connect to people who work there. In the navigation bar on your LinkedIn home page, you'll see the People search box with a drop-down menu listing updates, companies, jobs and more. You used this search box to find people to invite to connect with you. Obviously, there are other things you can do here when you are in the hunt for a new position.

**Updates.** Updates is where you learn what people are doing in their professional lives. It may be an updated profile, a new position or a recent contact—sometimes one that you want to connect to as well. Typing a firm or company name into the Update search box will bring up a list of anyone on LinkedIn associated with that organization. From there, use filter tools to refine the list and find people you are interested in meeting. Before you click “add to network,” however, recognize that just because one of your connections is linked to someone you would like to meet, it doesn't necessarily mean they are close. Reach out to your referral source and find out how strong the connection is. It's proper etiquette—and much more effective—to first ask your connection to make an introduction for you. At this point you may want to switch from online networking to the traditional phone calls, e-mails or in-person meetings.

When you find you someone of interest, you can click “Get Introduced” to bring up a list of all of your connections who also know that person.

**Jobs.** Click on Jobs in the navigation bar to bring up the “Search for Jobs” search bar, and you will see a list of jobs that LinkedIn thinks fit your profile. Use the search box to enter the name of a firm, a keyword or a location and you'll see current job listings. The job description pages include a “Request Introduction” button that brings up a list of people you know. Your connections might be able to make an introduction for you, or at least give you deep background information. If you don't like that particular job but like the company, click on “Follow” company to be alerted to their updates. If you find openings that interest you, it truly is a simple matter to get information about the organization and people who work there.

**Companies.** This is where to start searching for how your connections link to organizations that you want to know more about. A search will show you the people to whom you are connected in that company, any extended connections through your links, and the total number of people in that organization who are LinkedIn members. Theoretically, it creates the path from you to anyone in that organization. Be warned: Sometimes the path is circuitous or slow.

**Groups.** Belonging to Groups can also broaden your reach. These might be professional associations, college and law school alumni groups, or even company alumni groups. If you have worked at a large organization it is very likely that there is an alumni group. These not only show where former colleagues now work, they are helpful in developing ties to a whole new set of possible employers. Start by selecting “Groups You May Like” from the Groups menu.

Like any other new tool, at first LinkedIn may feel cumbersome and awkward. But you'll get the hang of it, find some old friends in the process and make new contacts. And, while there's no substitute for face-to-face contact when job hunting, LinkedIn can speed the process of getting your face in front of exactly the right one.

*Wendy Werner is a career coach and practice management consultant for lawyers and professional services firms. She has a master's degree in Personnel Administration and Counseling from Indiana University, and served as the Assistant Dean of Career Services at Saint Louis University School of Law. [Find her at Werner Associates, LLC.](#)*

## About Attorney at Work

### **One really good idea every day for enterprising lawyers.**

At Attorney at Work, our goal is to give you everything you need to create a law practice—and a life—you can love. Each weekday morning, subscribers to the website receive a free **Daily Dispatch** email with a link to sound ideas on anything from getting clients—even if you are missing the rainmaker gene—to solving the “slammed with work but chronically short on cash” dilemma. And the ideas extend all the way through to how to get a grip on cloud computing and the newest apps for your smartphone and tablet, to what to do about an assistant with memory problems, or a secretary who doesn't like you.

We publish every working day, and all of these articles can be easily found on the Attorney at Work website, along with lots of other extras. We have a growing bunch of expert authors from the vanguard of practice management who zero in on exactly what you need to get your law practice off the bunny slope. It's all original—the real deal—from the best in the business. Check out our [About](#) and [People](#) pages to learn more about us.

So take a look at Attorney at Work's site and while you're there, browse the practice management books in our [Shop](#), and if you're not already a subscriber, please take a quick second to [sign up for the Daily Dispatch](#).

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Questions? Just email us at either [merrilyn@attorneyatwork.com](mailto:merrilyn@attorneyatwork.com) or [joan@attorneyatwork.com](mailto:joan@attorneyatwork.com)

# How to Automatically Capture All Your Outlook or Gmail Time and Bill for It

By Adam Tope, Esq.

## Like you, I hate keeping track of my billable time.

I used to spend hours each week going through sent emails, my calendar and my notes to figure out what I did every day.

My biggest challenge was always tracking email time.

As you know, it's nearly impossible to accurately track your email time with merely a start-stop timer. If you're as busy as I am, you're probably bouncing from email to email in rapid fire mode. The last thing you want to worry about is timekeeping, especially if you switch from one client to another as you reply to email messages.

Since 2009, I've used [Chrometa](#) to capture my billable time automatically. It's a product I designed. It automatically tracks my time and lets me easily organize that time so I can accurately and easily bill my clients. The "magic" of Chrometa is that it runs in the background of my PC (and home Mac), quietly making note of my activities. It's like I have my own personal timekeeper.

But as great as Chrometa has been for me, it's had one big flaw—it didn't capture important details when generating email-based time entries. Such as the to/from fields for emails ... and also the details on Outlook messages viewed from the preview pane.

**Well, that is, until now!** Late last year, I phoned my friend and colleague, Chrometa's CEO Brett Owens, and told him that email details needed to be a priority for Chrometa in 2012.

His team listened—and delivered—and we now have special Chrometa plugins available for Microsoft Outlook and Gmail. Once you install them, you'll never lose another minute of billable email time (you're probably losing thousands of dollars in billable hours each year ... or even month ... today).

You can get started with Chrometa for free—and be up and running in a matter of minutes.

Please start capturing your billable time automatically with [Chrometa](#) now (with plugins now available for Outlook and Gmail).

**Really Simple Invoicing, Too.** Also by popular request, you can now create, manage and send invoices directly from [Chrometa](#). Since founding Chrometa in 2007, we've spoken with hundreds of lawyers personally. We learned that many of you don't use billing software because it's too complex. Spending a day or two each month to create invoices is actually less of a pain than dealing with an insane software system! So, as is our mantra, we kept things really simple—and we believe that "closing the loop" on your time entries via our new Invoices feature will save you many hours each month.

Please [take a look at this sample invoice that was generated by Chrometa with the click of a button.](#)

If you're a Chrometa user, [here's how to create an invoice.](#)

And if you don't yet use Chrometa—now is the perfect time to get started. [You can use it free for 14 days here \(no credit card required\).](#)

**MAKE 2012 YOUR MOST PROFITABLE YEAR EVER WITH [CHROMETA.](#)** With Chrometa's help, 2012 can be the year you capture and bill for all your time (i.e., hard work). Please join many of your fellow Attorney at Work readers and [start capturing your billable time automatically with Chrometa.](#)

*Adam Tope is an Associate at a large DC law firm specializing in the formation of Investment Funds such as Private Equity Funds and Hedge Funds. He currently serves as an advisor to several start-up companies including [Chrometa](#), a Sacramento-based technology start-up. [Chrometa](#) is developing revolutionary time-keeping software to help individuals and companies in the legal and accounting industries.*

**Chrometa**