

# tomorrow's **naked** lawyer

**NewTech, NewHuman,  
NewLaw**

**How to be successful, 2015 to 2045**



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LAWYERS OF TOMORROW, TODAY

## tomorrow's naked lawyer

is published by Ark Group in association with Managing Partner



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### ISBN:

978-1-78358-173-3 (hard copy)  
978-1-78358-174-0 (PDF)

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have practised the ROAR model these past four years and achieved outstanding results. And, I'm going to be sharing with you my experience (positive and negative) during this period along with my insights into our likely future.

As you may suspect and expect, I build on the current thinking of a variety of subjects and explore, debate, and challenge conventional thinking and wisdom, particularly with regard to marketing, branding, technology, and the future of law for the period 2015 to 2045.

No, I don't have a crystal ball! No, I don't profess to be a soothsayer and don cape and pointy hat!! No, I don't have the talent, audacity, or balls (I'm a naked lady lawyer) to predict what our exact future is going to be!!! But YES, I do have the courage to attempt to predict what our future is likely to be, based on compelling research and thought leadership from a wide spectrum of resources and fields, and through speaking with a variety of authoritative, respected, admired, and credible people.

As ever, I don't anticipate that all (or presume that any) of you will simply accept and/or agree with all (or any) of what I say. In fact, I positively encourage you to question, reflect on, and debate the content with your colleagues, your friends, and most of all, yourself. For it may well be that while reading *tomorrow's naked lawyer* you experience a 'eureka moment' and need to prance off and give yourself a good talking to in search of the answers to questions you may be asking yourself as a direct outcome of what you read.

Please note: I don't have all the answers. I believe my job is to comfort those of you who have questions. In true NAKED LAWYER style I reckon my role is also to provoke those of you who are meandering along, and to entice you at the very least to begin

to be curious, and at best to be stimulated to enquire about the possibilities for your future. Period. And, by the end of the read, if I have achieved this for you, then my job is done. If you are dissatisfied, then go ROAR in the mirror!

#### **why write tomorrow's naked lawyer?**

I've written *tomorrow's naked lawyer* because of readers' demands, publisher's expectations, my personal desire to help, and love of the law and justice. Bottom line: I was egged on to do it from numerous quarters, and no persuasion was necessary. *tomorrow's naked lawyer* exists now because those who read the first book want more goodies, more dancing, more ROARing, and updated prrrrrrrrrrrrrrrrrrrrrrrrrrrring.

*the naked lawyer* has been a best-seller, read feverishly around the globe and in every corner. It's enjoyed a 'long-run'. It has helped countless lawyers, law firms, and businesses of law – and I wish to continue helping wherever possible! Accordingly, questions, answers, and insights in relation to the legal world need to be explored and shared further. It's timely.

Since the dawn of mankind, we have evolved to survive many challenges, radical changes, disruptions, and 'ages'. In the legal world and beyond, we are now experiencing a new 'Artificially Intelligent' and 'Robotic Age', and those who want to survive it and be a part of it will need to evolve too. Today's lawyers, legal leaders, entrepreneurs, you and I, face an uncertain future. With changes already underway to everything from training culture, the competitive environment, to different modes of service delivery, we need to equip ourselves for the road ahead.

To quote the futurist Dr Peter Bishop: 'There will be significant change within our tenure within any position within our lifetime



for sure, that we will have to learn to live in a new world... It will be new enough that we will be uncomfortable, we will be unprepared, and that we will have to learn new skills and new techniques in order to be successful in that future compared to how we are being successful today, or indeed how we were prepared to be successful when we were in school or training.'

We all know about all the change that's already affecting us within the legal profession and industry, including changing regulation, legal aid cuts, increased competition, and ever more pressure on the bottom line. But the pace of change will only pick up, and in ways we may not expect.

The problem – or blessing, depending how you wish to view and/or feel about the Robotic Age – is that tomorrow, everything will be connected. Today, there's actually a load of stuff that is already connected. (Anybody who has recently uploaded IOS8 no doubt shared my frustration re the darn thing connecting all of my digital devices and deciding to automatically share everything, everywhere!)

Stating the obvious, technology is rapidly transforming how we communicate, shop, play, live, love, and work. Having witnessed cupcakes served by a machine 'hole-in-the-wall' recently, I reckon the writing (err, robot) is on the wall...

### **the robots have taken all the jobs**

The transition is already underway. Cities will be run by robots and machines could potentially wipe out a significant proportion of the workforce, globally. And that means (potentially) you and me too. So, we can either deal with this potential evolution in a positive way and adapt for the good of the (global) legal and justice systems, the consumer/customer/client, the business, and ultimately for ourselves, or we can fight the

machines. The latter, I reckon, may not even be an option...

The global internet, artificial intelligence/machine intelligence, and robotic engineering has already bolted from the R&D labs and been embraced in a multitude of fields, industries, and services, commercially. The money-go-round is already spinning. Fight the machines? Pah! The luddites didn't succeed and nor will the 'robodites' (IMHO). And so to my thoughts about the implications and opportunities with regard to artificial intelligence and robotics in the legal world. Let's look at dealing with all this stuff positively...

The problem with the legal and justice system and legal service delivery, not just in the UK but across the globe, is that it is usually expensive, slow, inefficient, outcomes are uncertain, and increasingly legal issues cross geographic and language boundaries.

The lawyers/law firms are, in truth, not always TRULY client-focused, TRULY customer-centric – i.e. are not TRULY interested in challenging some of the problems I highlight because of pure self-interest. So, consider this, if a) we lawyers (or, maybe, it is our company leaders/power-monger/equity-fat lawyers/shareholders at the top of the tree) were not so egotistical, arrogant, ignorant, complacent, self-interested, self-absorbed, greedy, risk-averse, unadventurous, unimaginative, and lacking in innovative oomph; and b) technology was not a constraint... what are the kind of things we could see improved and automated with regard to lawyering, for the client/customer good, the public good, the business good (to build a viable/sustainable/feasible legal business) and the good of the legal justice system? I suggest the following:

1. THINKING – The quality and level of advocacy/reasoning and judgment could

be improved, and arguably automated, in due course.

We could, for example, introduce/discern truth telling and lie detecting into the legal process – that is, we could be able to deal with uncertainty better, which would assist lawyering whether by the human or the machine. Is this not the crux of the legal matter for many clients: a positive, quick outcome without having to pay exorbitant legal fees? (Aka a focus on prevention, rather than cure?) Surely, it is in the client's interest for a business of law to offer a legal service (even if machine-aided/enhanced) with the best mix of human and machine and technical support to achieve a win?

2. COLLABORATION – The enabling of multiple parties to come together 24/7/365 across multiple geographic boundaries.

Improvement and automation may only be a stone's throw away where all parties could collaborate on the same document at the same time, virtually, and be aided by machine/artificial intelligence. For example, we could have multiple lawyers and their respective clients from all around the world gathered around the virtual table. We wouldn't need to meet face to face. Imagine the HUGE amount of time and expense that could be saved, and how the speed of the legal matter could be accelerated, if we could eliminate the requirement to travel, and come together anytime, anyplace, anywhere 'on the line' or 'in the cloud'?

3. LANGUAGE TRANSLATION – The improvement and automation of language translation in legal documents.

For example, the IBM Watson machine technology (artificial intelligence)

understands English language and metaphors. It is inevitable, therefore, that machines/robots can/will speak, in due course, no doubt supporting/assisting both contentious and non-contentious lawyering.

Currently, the computerised (AI) document systems 'out there' deal with the grunt-work, 'doing' aspect usually attributed and associated with junior lawyering. As the DOING aspect become more prevalent and acceptable in law law land, the real value going forward for the client, the lawyer, and the business of law will be in the THINKING element, I believe. Accordingly, if a machine/robot can think and do better than a human lawyer, then could this be the holy grail/USP/POD/competitive edge for the savvy lawyer, the business of law, and ultimately the client? Can robots think now? Sort of. (I will share this with you in Chapters 3 and 6.)

Without sounding defeatist or pessimistic, for you know I am forever the pragmatist and optimist, I envisage that the usual problems in law law land will remain, for we seem to see the recurring issues and problems perpetuating year after year, decade after decade, with marginal progress. No doubt we will continue to stick plasters on the same issues whether they land on skin or silicone. So, if you want to make sure you, the company, the legal system, we/mankind, evolve and change for the better, we'd all better sit up, get AIG, and do something. NOW!

I propose we begin by:

- Embracing the new breed of consumer/customer/client;

- Embracing our humanness;
- Embrace additional/new lawyerly skills such as relationship building, rainmaking, commercial savvy, intrapreneurial and entrepreneurial skills;
- Embrace the role technology plays for the lawyer, the business, and the client, for example CRM – it's an aid/tool to assist humanness/relationship-building, maintenance, and growth;
- Embrace the full spectrum of choice and opportunity to provide low-cost commoditised services juxtaposed with high-cost, high-end, IC, EI, intelligent provision;
- Being smarter about relationships, marketing, business development, communication;
- Being smarter about being social; and
- Being smarter about pricing and profit', ergo:
  - Ensuring the work we do is valued as well as of value;
  - Respecting the lean start-ups and behemoth international players – every lawyer, and business of law, has its place and value;
  - Watching and learning from the new sexy players in law law land that have a blank sheet, that can start from scratch with a new sexy business model, new sexy investors, and with the latest sexy technology – usually cloud-based vfm tech rather than expensive legacy systems.

And so, if you hadn't already figured it out, this book follows on from the content in *the naked lawyer* and covers the practice, evolution, and future use of the ROAR model in this Robotic Age. Unlike *the naked lawyer* in which each volume/chapter knits together as a step-by-step sales model, this book is different; it attempts to deal with a variety of problems which still

plague law law land and proffers solutions based on theory and practice from both the legal world and business world of the present and (likely) future.

As the title suggests, *tomorrow's naked lawyer: NewTech, NewHuman, NewLaw – How to be successful, 2015 to 2045*, is VERY futuristic as well as practical for today, proffering insights, ideas, and examples which can be put into practice now to help you and your business grow toward, and be prepared for, the future.

I look at what's happened since I wrote *the naked lawyer* back in 2010 (the past four years), where we are now (questioning, have we truly progressed?), and crystal ball gaze at where 'law law land' is likely headed in the context of helping to prepare you, the individual lawyer and business person, for our likely future.

I particularly look at the burgeoning tension between the liberalisation and exploitation of artificial intelligence and robotics and the requirement to balance the human and technological aspect of lawyering for the benefit of the lawyer, the business, and the client, keeping ROAR as the central model and the need to 'get naked' as the central theme throughout.

It is my belief that placing the client at the centre of everything, the continual striving toward extraordinary customer service and reaching out and relating ('R-O-A-R-ing'), whether by human touch, machine intelligence, or robotic interaction, will continue to be THE differentiator between those lawyers who (and businesses which) survive, grow, and excel and those who simply walk slowly toward an inevitable demise (or splat horrendously). In short, I attempt to reduce the complex to the simple.

#### how is the book organised?

Throughout *tomorrow's naked lawyer*, I share

my experiences and escapades over these past few years, along with insights into our likely future together and ideas for the way forward in the guise of an imaginary prancing, private dancing, prrrrrrrrring ‘naked lawyer’ in law law land (again). After all, it would be rude not to.

The information I share is presented in a variety of ways and styles. For example, there are chapters and sections where I indulge in storytelling, cheekiness, and sexiness, and others that are (perhaps alien to those of you who read *the naked lawyer*) written in a more typically journalistic and lawyerly prose.

I have done this for a reason. I wish this book, not unlike *the naked lawyer*, to reflect and practise what it preaches, and I’d like you to enjoy ‘an experience’ as you read. We are in a world of contrast, uncertainty, and in some respects, no rules. I reckon it would be beneficial for you to actually feel this as you turn the pages and enjoy this book as an adventure, not knowing where it is going or what is going to happen next. This is, after all, the nature of business, law, and life!

Unlike *the naked lawyer*, in this sequel you’re not just going to be hearing from me. There are a handful of eminent professionals who have contributed a variety of quotes from my interviews with them, or paragraphs, and even sections. Their contributions add a great deal of value to what you are about to read and learn. I promise.

Chapter 1 sets the scene (the context in which I am writing the book) and provides you with my personal views on the kind of world we live and work in, the past, present, and future legal landscape, and I compare and contrast the old and new legal way and the problems and opportunities each of these creates.

In Chapter 2, I switch up a gear and begin to stick my dancing legal beagle

bootie in. I share with you past, present, and future trends along with a number of pertinent reports and research material from prominent and credible individuals and companies to enlighten you as to what to watch out for. I then proffer a variety of insights, guidance, and tips as to how to embrace this knowledge and prepare yourself for your likely future.

In Chapter 3 we go ‘far out’ – I’m talking about our robotic life, 2015 to 2045, the era of avatars, artificial intelligence, icyborg lawyers, and robot lawyers in a Robotic Age. Exciting times. Exhilarating chapter!

Chapter 4 is all about you, ‘tomorrow’s naked lawyer’ – that is preparing yourself for your transition and likely lawyerly role in the years to come. I proffer ideas in relation to improving your education, training, and skill sets, highlighting gamification, psycholawyeretics, rainmaking, storytelling, intrapreneurism, and entrepreneurship, to name a few.

Throughout Chapter 5 we look in detail at our imminent future – that is the next few years, 2015 to 2020 – and I introduce you to a new concept – SocialHuman in online ‘social land’. We’re talking social savvy junkie re-invented, the magic of a brand trio, brand piggy-backing, smart words, smart behaviour, and smart pricing of the brand message. I then tease you with what is likely to be the next big thing in social (with the help of a scientist) – namely, resonance, vibe tribes, and social vibe intelligence, sharing a description of the latest technology together with ‘3D diagrams’. I conclude the chapter with a number of case studies documenting what is likely to be the successful way forward for you in social land in the near future.

In the penultimate chapter (6), I’m talking about the NewTech, NewHuman, and NewLaw referred to in the title. Yep, we are



boundaries, and breaking down the walls in law law land.

**warning – naked adult content**

While I deal with serious matters by providing serious information, messages, solutions, material, and ideas throughout *tomorrow's naked lawyer*, I take an idiosyncratic approach, yet again. It is, after all, the *naked lawyer series'* indomitable style. But it may or may not be to your taste.

In the chapters which follow you will note that there is an 'adult' element and theme throughout. But that's OK, I reckon. We're all adults. And, of course, you have the choice as to whether you wish to read any further. I dare you to read on...

Most writers are reserved in their writing style, tone, and approach for fear of causing offence, being rebuffed, receiving negative feedback, and being vilified. Sorry, not me. If you don't like what I'm saying or don't want to hear what I'm saying, then that's okay. Ignore me. It's your choice. If you don't wish to have a laugh, either at me or yourself, then *tomorrow's naked lawyer* is probably not your cup of cocoa. Go and work through a hum-drum professional or academic marketing/branding/social media/technology/futurist book instead, perhaps?

Only those of you who wish to give yourself the best possible chance of succeeding in the challenging years ahead, those of you who wish to take control of your future by preparing and acting now for it, and ultimately those of you who wish to create your future and embrace it with a sense of humour and with an appreciation for sex will truly enjoy it. I am confident that we are many.

In case you hadn't got the picture by now, I'm not going to beat around the bush. I'm just going to say it as it is... No

nonsense. No sugar-coating. Just pure gut-wrenching thought, feeling, and action. This book is NOT going to be like the usual boring, dry-rot, scholastic clap trap tomes. There's a place for that – it's called the traditional law firm. For this book is written purely for you, the aspirant lawyer, existing lawyer, and non-lawyer who:

- Wishes to excel in the business of law; and/or
- Proudly serves in a truly customer-centric business of law; and/or
- Will bring about positive change in legal provision throughout the world; and/or
- Will truly be the difference; and/or
- Wishes to change your world; and/or
- Wishes to change THE world.

And with this in mind, we're going to have some fun, because when we have fun, we learn best. If I can help even just a handful of you, again, then the potential vilification will be worth it... and most of all, I'd be honoured. For those of you who choose to read on, I promise you this: *tomorrow's naked lawyer* will certainly be an informative, fun, and sexy way of my pouring and prrrrrring (teaching) and you sponging (absorbing).

**do you need to read *tomorrow's naked lawyer*?**

No. If you prefer to stick your head in the sand and arse in the air in the hope that the Technological Age and all this digital, artificial intelligence, and robot gubbins is going to go away, then don't bother.

Yes, absolutely. If you're curious, intrigued, and want to be prepared for the inevitable robotic (legal) world of our future. Whatever you perceive and/or envisage that to be and whatever evolves and transpires. One thing is for certain...

### the robots are coming

They're already here! I am, therefore, unwaveringly confident that the stuff I share with you throughout this book will be of some value. As the idiom states: 'forewarned is forearmed'. I have every confidence that when you work through *tomorrow's naked lawyer*, you will understand and appreciate precisely why it is an apt title.

### why listen to me?

Because I give a damn. I genuinely care about you (the lawyer) and your future, and you, the entrepreneur who aspires to agitate, disrupt and make changes for the better with regard to legal services and provision, and most of all for YOU, the reader, who may at some point in your personal or professional life need legal help.

What's more, I draw constant inspiration and the ear of the leading lawyers, professors, thinkers, innovators, scientists, futurists, and consultants in various fields around the world who share their insights with me (and now you) and who continually devote their lives to theorising (thinking) and preparing in practice (doing) for the short, medium, and long term in law law land.

To give you confidence, this is what delegates have said about what I have shared with them in my speeches, writing, and counsel these past few years – and it's what I will be sharing with you (and more) throughout this book:

- '...eloquent description of the past, the present and the future'
- '...you go a lot further into the future than Professor Richard Susskind in his talks. It is a scary thought but hopefully one that we can capitalise on'
- '...delivered a fascinating talk which really gave our delegates a real jolt.

Chrissie reminded them that embracing change need not be a step in the dark, but rather a chance to revitalise their businesses. Chrissie is a pro who is very knowledgeable and above all, good fun to work with!

- '...technological developments at a high level... potential impact on professional services... you took that awareness to a very new level. Your talk was fascinating and it's given me an opportunity to consider application of technologies in a way that I hadn't contemplated before'
- '...if you want to conquer Social Media then you must listen to this lady!'
- '...a very worthwhile investment!!!'

### for more rave reviews... please check out:

- the naked lawyer eBook: <http://entrepreneurlawyer.co.uk/products-services/ebook/reviews>
- Speaker testimonials: <http://entrepreneurlawyer.co.uk/products-services/seminars-events>
- Advisory/consultancy work: <http://entrepreneurlawyer.co.uk/about/testimonials>

I am confident you will find *tomorrow's naked lawyer* a worthy investment too. All that remains is for you to pour yourself a glass of wine, curl up in a comfy chair, click on your reading light, and turn the page... Enjoy!

## about the author



Hi! WELCOME to *tomorrow's naked lawyer*, the most recent book in the *naked lawyer* series! I'm Chrissie Lightfoot, a 'prominent international legal figure', an entrepreneur turned solicitor and back again as CEO of EntrepreneurLawyer Ltd, a global consulting business specialising in relationship 'SocialHuman' sales and based in the UK. It is an absolute delight and honour to be your host and to have this opportunity again to entertain you.

### bit of background

I am a solicitor (non-practising), consultant, regular international keynote speaker, legal futurist, legal and business commentator, a writer, and 'an inspirational woman entrepreneur'. In 2013 I was nominated and honoured as 'Legal Professional of the Year 2013', and a 'Top 100 International Executive' – as published in the *International Top 100 Business Magazine*.

I love advising you – individual lawyers, entrepreneurs, and your companies – globally on the future of legal services, products and provision, smart legal buying, personal branding, social media, social networking, marketing, business development, innovation, technology, artificial intelligence, and robotics in the law.

As a legal and business commentator I am quoted periodically in *The Times* (London), and the newspaper reported that I was 'one of the Top Ten Best Legal Tweeters'. So, you're in safe hands.

### as an author...

I write for Lexis Nexis, *The Global Legal Post* e-zine, *Managing Partner* magazine, *TheRouse* e-zine, *The Law Society Gazette* ('In Business' blog), *Trinity Mirror* ('Totally Legal' blog), *ALPMA* (practice management blog), *Brand Yorkshire* (Marketing features/blog), *EnCountry* ('Entrepreneur Country' blog), and *Fresh Business Thinking* (blog).

As a UK national award and prize winning researcher I am honoured to be sought after to write many articles in both the legal and business press and am blessed to be a contributing author of a number of legal and business books.

I am best noted for my first solo book – the pioneering and groundbreaking best-seller *the naked*



*lawyer: RIP to XXX – How to Market, Brand and Sell YOU!* – together with my consultancy and training in The ROAR Experience Social Media Programme. *the naked lawyer* is recommended and mentioned in Professor Richard Susskind's recent book, *Tomorrow's Lawyers* (2013), along with only a handful of select books as the go-to literature on the future of legal services.

In the past, I have held the positions of vice-chairman of the Federation of Small Businesses, (Teesside Branch – UK), women's enterprise ambassador (Yorkshire, UK), and a mentor on behalf of The Prince's Trust Million Makers Corporate Challenge (Yorkshire, UK). For 25 years I have been involved in various entrepreneurial, innovative, and commercial ventures and enjoyed successes throughout my exciting career to date, primarily in the legal, new media, management consultancy, and sport and leisure (including health and fitness) sectors.

#### **as a lawyer and serial entrepreneur...**

Sales and innovation have been my forte and passion. While training as a solicitor I was interested in the future of legal services, providing extraordinary client service, and increasing sales. Accordingly, I was proactive in innovating the quality and delivery of legal advice and was the brainchild of the firm's business start-up legal package, e-commerce proposition, in-house corporate knowledge hub, and entrepreneur and employee share scheme niche focus.

I was the first trainee solicitor in the UK and globally in the digital age to devise a unique personal brand – *Chrissie Lightfoot, The Entrepreneur Lawyer* – which achieved impressive sales and marketing results. I qualified as a solicitor in 2009 at a mid-tier law firm in Leeds, UK.

#### **as an academic...**

I achieved Bachelor of Arts (Honours) degree, 1st Class, in Leisure & Business Studies (1996), Masters in Law degree (2006), and Legal Practice Certificate (2008) at Nottingham Law School.

#### **as an innovator and futurist...**

I remain a passionate, vibrant, and determined woman on a mission dedicated to innovating in the legal industry to benefit you – the lawyer, entrepreneur and layman. My legal innovation involvement throughout the period 2010 to 2015 has included:

- 2015 – LawWithoutWalls project and initiative (Miami University School of Law, Florida, USA) – Entrepreneur Mentor for the project 'Harnessing The Power of Watson: Utilizing Cognitive Technology to Help the Law Firm Make Better Decisions and Build a Stronger Relationship with Clients'.
- 2014 – LawWithoutWalls Entrepreneur Mentor for the project 'Robot Lawyers: The Future of Online Chat Attorneys'.
- 2013/14 – Thought leader and contributor in ILTA's and *FastFuture's* 2014 report 'Legal Technology Future Horizons: Strategic Imperatives for the Law Firm of the Future'.
- 2011/12 – Law Firm Marketing course (Fordham University School of Law, New York, USA).
- 2011/12 – College of Law (London, UK) LNTV Core Programme 5650 – Practice Management & Compliance: Branding, Social Media and Networking (co-contributor with Eversheds Managing Partner).

#### **as a speaker and consultant...**

I continue to be a speaker and consultant throughout the world to businesses of law and corporate enterprises beyond law land with turnovers ranging from six figures to multi-billions.

Clients include(d): Top 20 law firms in the UK (including magic circle), Europe, USA, Australia and New Zealand, Law Society of England & Wales, Law Society of Scotland, International Bar Association (IBA), SIFA (UK), Fordham University School of Law (New York, USA), Harvard Law School (USA), Oxford University (UK), The University of Law (UK), UK National Associations, LawTech Europe, International Legal Technology Association (ILTA, USA & UK), Association of European Lawyers (AEL), Geneva Bar Association, Australian Legal Practice Management Association (ALPMA – Australia), Future Firm Forum (New Zealand), The Lawlink Group Ltd (New Zealand), Simpson & Western (Auckland, New Zealand); Jackson Russell (Auckland, New Zealand), McCullough Robertson Lawyers (Queensland, Australia), Schjodt Law Firm (Norway), Berwin Leighton Paisner LLP, Eversheds LLP, DLA LLP, Shoosmiths LLP, Nabarro LLP, Herbert Smith Freehills, King & Wood Mallesons, Pannone LLP, Connect2Law, X-Press Legal Services Ltd, Law Plain And Simple Ltd, St Paul's Chambers, Arcobalenomedia, Barker Brooks Publishing, Wilmington Publishing & Information Ltd, Easyjet, Baker Tilly, Grant Thornton, PwC Legal, Winscribe, Peppermint Technology, Deltek, Thomson Reuters, LexisNexis, Clio, *The Guardian*, *The Times*, Barclays Bank, Clydesdale Bank, and more...

Client achievement example: One partner in an Australian law firm, after reading the naked lawyer eBook, hearing me speak, consulting with me on the ROAR model, and putting into practice what I advocated (from a standing start and as a direct result) achieved £1 million (\$1.6 million Aussie) in new client instruction fees financial year May 2011/2012, £2 million in 2012/13, and £4 million in 2013/14.

#### how can I help you and what do I actually do?

Well, I:

- Write, speak, advise, and consult on the topic 'How To Market, Brand & Sell YOU!' – throughout the UK & Internationally;
- Deliver The ROAR Social Media Experience – A groundbreaking sales programme which unlocks intrapreneur, rainmaker, and commercial potential;
- Advise on sales and marketing and innovation of the same, particularly in relation to the development of personal brands and use of the same in social media and social networks to attract and retain prospects and clients;
- Present/speak (20–90 minute sessions) and run sessions/workshops/roundtables – part planned, part ad-hoc – to meet individual and/or group objectives on the subjects of:
  - The future of law;
  - Smart legal buying;
  - Role of the lawyer;
  - SocialHuman – Personal brand and niching;
  - Social media, social networking, social brand, social business, and social technology;
  - Implications of artificial intelligence and robotics in the legal ecosystem;
  - Effective use of technology, artificial intelligence, and robotics in legal service and provision;
- Get involved in marketing and sales strategy, planning, creation, development, implementation, and execution of the same (including personal brands, and social media/networking) to build the sales pipeline and increase sales/instructions;
- Support the development of the internal business development/marketing/sales/social media/training/learning and development/IT function;

- Act as a high-level business introducer – Professional network (12,000+ globally) comprising leaders in industry, politicians, academics, entrepreneurs, and those in the professions of law, accountancy, banking and finance, health/medicine, insurance etc.;
- Author provocative content (for clients and press/media) to help educate and raise awareness for legal service providers and buyers of legal products as to the options and possibilities available;
- Challenge conventional thinking and practice and proffer solutions, insights, and ideas for innovative alternatives;
- Author provocative best-seller books, such as *the naked lawyer: RIP to XXX – How to Market, Brand and Sell You!*

Please do feel free to check out my track-record and profile by Googling me.

I'd welcome the opportunity to connect, so here's a few ways in which we can:

- Website: <http://entrepreneurlawyer.co.uk>
- Blog: <http://entrepreneurlawyer.co.uk/blog>
- Speaking: <http://entrepreneurlawyer.co.uk/products-services/seminars-events>
- LinkedIn: [www.linkedin.com/in/chrissielightfoot](http://www.linkedin.com/in/chrissielightfoot)
- Twitter1: @TheNakedLawyer
- Twitter 2: @EntrepreneurLaw
- Facebook: [www.facebook.com/EntrepreneurLawyer](http://www.facebook.com/EntrepreneurLawyer)
- YouTube1: [www.youtube.com/TheNakedLawyer](http://www.youtube.com/TheNakedLawyer)
- YouTube2: [www.youtube.com/EntrepreneurLawyer](http://www.youtube.com/EntrepreneurLawyer)

#### author's note

*tomorrow's naked lawyer* would never have been written without the encouragement and support of so many fabulous people. There are far too many wonderful people to thank individually, so please forgive me for this blanket message when I say a 'MASSIVE THANK-YOU' to all of you for inspiring and challenging me during the period it has taken to roll-out the sequel to the naked lawyer.

This book has been greatly improved as a result of your sharing, caring, and daring. Furthermore, just like *the naked lawyer*, I feel that it has been significantly enhanced by both the life and business experiences of you, my fellow friends, family, mentors, entrepreneurs, and lawyers in 'law law land', 'social land', and the business world, to whom I am hugely grateful.

To each and every one of you: a hug, my appreciation, and a prrrrrrrrrrr.

Warmest regards

*Chrissie Lightfoot*

The Entrepreneur Lawyer (of the naked kind)

# dedication

I DEDICATE this book to the pioneers, present and future, in law law land and beyond. You know who you are.

\*

Oh, and my lover... for being so patient and understanding when I growled at you in exasperation and frustration: 'Will you please shut up?! I'm trying to write!'

\*

Prrrrrrrrrrrrrrrrrrrr

## legal notices and disclaimer

I'D LOVE to believe that you (and every reader of *tomorrow's naked lawyer* for that matter) will follow the suggestions within and become wonderfully successful as a result. The truth is that I can't promise that will happen for you and/or your company.

As the information in *tomorrow's naked lawyer* is of a general nature I simply can't guarantee that it will suit every individual and/or business and/or every situation. One size does not fit all – truly!

So, here's the legal gubbins...

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Grateful acknowledgement is made to each of Jazz Rasool, Andy Bounds, Matthew Scott, Bob Burg, Andrew Aitkin, David Lister, Wendy Reece, Rosalyn Lemieux, Carolyn Mumby, Richard Burcher, Mitch Jackson, and George Beaton for their contributions and granting me permission to reprint their respective (substantial) excerpts from each of their copyrighted works, which I believe have contributed powerfully and significantly in support of the messages that I have conveyed throughout *tomorrow's naked lawyer*.

I would also like to say a special thank you to Professor Stephen Mayson for his very thought-provoking foreword, which captures exactly what *tomorrow's naked lawyer* is all about, and for being

so generous with his time in encapsulating so concisely how this book is of real benefit to you. I am hugely grateful and continue to be inspired by you all! Thank you again.

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## foreword

By Stephen Mayson

IT'S HERE at last! Four long years of waiting are over. Chrissie Lightfoot's sequel to *the naked lawyer* has arrived...

*the naked lawyer* blazed a trail. Its innovative style, approach, and language went where no-one else had quite been before. It looked at the psychology and processes of winning new business and providing stand-out service. Chrissie offered a template for navigating the modern world of law with obvious passion and success.

The core idea of the first book was about *relating* to others – hence so many metaphors and images of intensely personal and private relationships that might have been unsettling for those of a prudish or more traditional disposition. Whatever the sensitivities, the notion of ROAR (reach out and relate) was – and remains – a key platform for Chrissie's ideas.

*tomorrow's naked lawyer* takes off from where *the naked lawyer* left us. We have ventured through the self-discovery and personal brand foundations offered by *the naked lawyer*. We now have the ability to demonstrate value and empathy in winning and retaining business. In that personal journey, we were stripped bare, we looked deep into ourselves, and we were prepared well for the new, hyper-competitive, 'law law land' that was about to emerge from the global financial crisis and the reforms of the Legal Services Act 2007.

But that world has now arrived, and has not stood still either. Arguably, we have only felt the first fluttering of the butterfly wings of climatic change that the legal ecosystem is about to experience. *tomorrow's naked lawyer* is about looking forward. After summarising in the recap and introduction the key messages of her first book, Chrissie treats us to three chapters describing the world that tomorrow's naked lawyer must face.

She draws on an impressive array of data, forecasts, and opinion. And she doesn't confine herself to national boundaries: here you will find material and case studies from around the world, building on her experience of working across Europe, North America, Asia, and Scandinavia. The picture she paints is a global one, because all markets are being affected by the forces she describes.

Her brush strokes also have such compelling (and evidenced) force that they will frighten the pants off a lot of lawyers. It is a world that many will resist. It is also one for which no lawyer has been trained – and, more importantly, for which no lawyer is currently being trained.

Here lies one of the fundamental themes, and challenges, of *tomorrow's naked lawyer* – contrast. Tomorrow's world of law will be so different to yesterday's and today's that the contrast will be psychologically and organisationally disruptive. No-one has been prepared for it. That is why this latest book is so necessary: it will help anyone with a care about law's future and their role in it.

The drivers of competition, new entrants, and future technology will transform law land. Digital and social media have developed exponentially in the past four years, bringing potential, momentum, and disruption to the world of law – and that’s before we come to the idea of the robotic, automaton (not human) lawyer that is explored so convincingly in the following pages.

The certainties of the old legal world have gone: career for life, reasonable expectation of rising fee income and rewards, promotion to partnership, client loyalty, self-regulation, professional and organisational autonomy, legal aid, and so on.

Uncertainty, change, and constant challenge are now the order of the day. However, the end of the world as we currently know it is not in fact the end of the world, just the emergence of a new one. Contrast and transformation implies big change; and that, in turn, creates opportunities and excitement. If other people fear to tread in this new world, entrepreneurs don’t.

But entrepreneurs also understand that business is about *people*. However much we create processes, commodities, and robots, we still need some people to produce and some people to buy (even if production methods and buying habits change over time). The world will remain human and social.

Nevertheless, the relentless march of industrialisation, wearable technology, and robotic artificial intelligence will push the boundaries of what it means to be human and social. Chrissie explores in depth the meaning and consequences of these developments for legal services – and then rightly poses some challenging and uncomfortable questions about where this all takes us in matters of ethics.

Through all its insights of change, uncertainty, technological development, market disruption, job and relationships transformations, and entrepreneurial response, *tomorrow’s naked lawyer* encourages us to think about what it *really* means to be a lawyer (and what it will mean to be a *real* lawyer) in the twenty-first century.

It is blending all these things into a seamless vision of your own future and how you will live it that lies at the heart of *tomorrow’s naked lawyer*. Those who understand the union of entrepreneurialism, future technology, and the nature of being human will have embraced the message of this book, and you can dance confidently into the future. Indeed, you can then go back to *the naked lawyer* and start all over again: the insights and techniques from that work will be even more necessary and valuable when you’re pursuing the vision of the future from this one.

*Stephen Mayson is professor of legal services regulation at the University of Law, and honorary professor in the Centre for Ethics and Law at University College London. He now spends most of his time as an independent non-executive director working with a number of law-related organisations ([www.stephenmayson.com](http://www.stephenmayson.com)).*



## recap: *the naked lawyer*

FOR THOSE of you who need a refresher on the first book in *the naked lawyer* series or who haven't gotten around to reading it yet (shame!), this section should help you out.

### let's ROAR!

ROAR (an acronym for 'reach out and relate') is the model toward self-reliance, fulfilment, extraordinary rainmaking potential (and potentially extraordinary sex), and ultimately

a solution to how to get more clients, sales, referrals, income, value, growth, and success in this Digital Age – and imminent 'Robotic Age'. It is explored in detail in *the naked lawyer* and summarized here.

If 'a picture paints a thousand words', then I'm about to save us a lot of time...

Check out The ROAR Model diagram overleaf.

the naked lawyer Volumes 1–12	Element
1: RIP – announcing the roar model	* the present
2: wakey wakey rise and shine	* emotional intelligence
3: slowly slowly catch a nichey	* niche identification
4: getting under your skin	* personal brand creation
5: raving referral lobsters rule!	* referral network building
6: social savvy junkie	* social media & social networking
7: nurturing fuzz to get more buzz	* relationship marketing, unsales & fuzz
8: talking dirty to a saint when I'm a pure little devil	* communication and behaviour
9: touch, touch and touch me again	* extraordinary customer service
10: continual stimulation	* innovation
11: yes! yes!! yes!!!	* other really cool stuff
12: XXX rated – tomorrow's lawyer	* the future

## the roar model

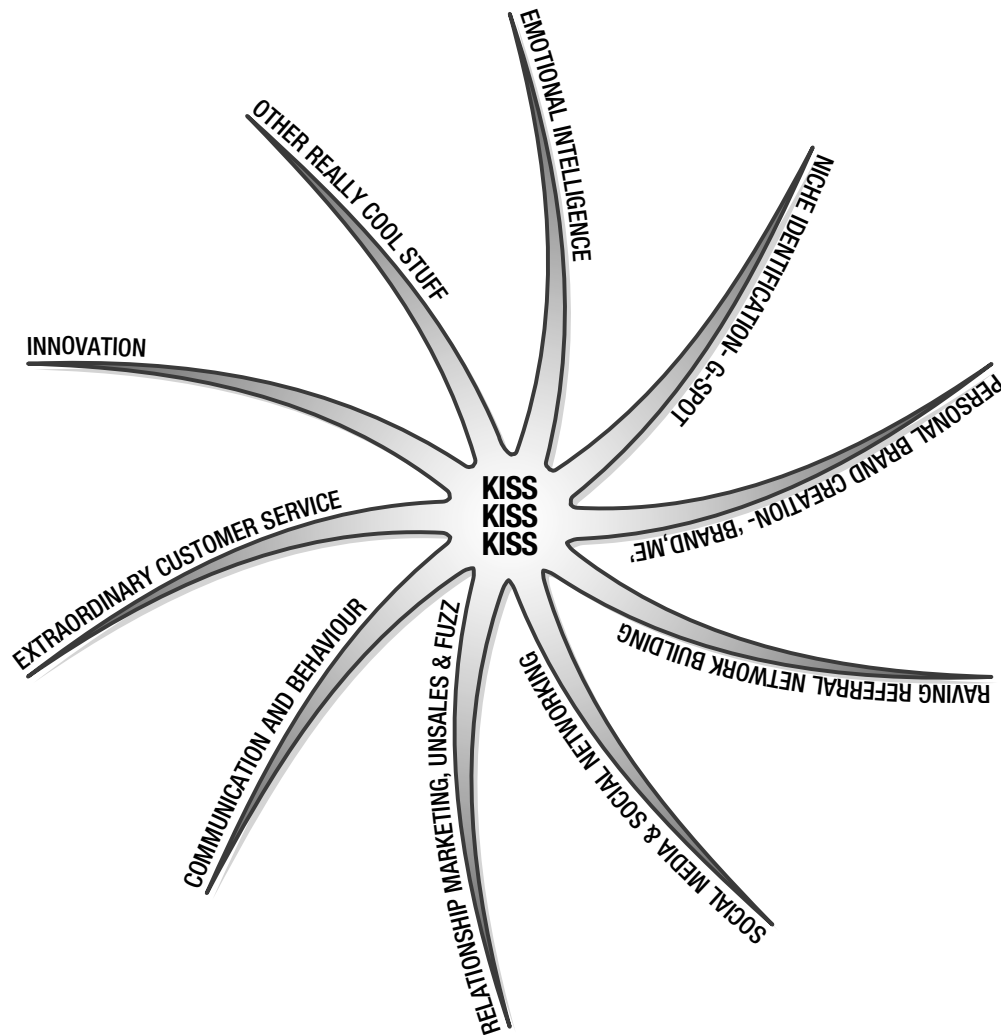


Figure 1: The ROAR model

### xxx rated – after dark, before light

If you're up for making the transition from traditional lawyering to entrepreneurial lawyering, of the truly naked kind, then here is a summary of the key takeaways from Volumes 1–11 of *the naked lawyer* to assist you on your travels. To step out of the dark and into the light:

- Live your 'Big Rocks' (i.e. know your priorities and make them priorities);
- Develop and practise your EI (emotional intelligence);
- Be constantly SWOT aware (i.e. always consider what are your strengths, weakness, opportunities, and threats);
- Appreciate your 'ethicability conundrum'

- (i.e. decide what you do (not) believe);
- Live your ME Code of Conduct (i.e. stick to what you do (not) believe);
  - Have pride of epitaph (work out what YOU want it to be);
  - Adopt the Rainmaker Mindset, Attitude, and Motivation ethos;
  - Live your PEE Poor Work Ethic (i.e. with passion, energy, and enthusiasm);
  - Continually work on your ideal niches;
  - Work your positioning, differentiation, USPs, PODs, and g-spots (target market(s));
  - Blow your horn every day as 'Brand,Me' (and 'Brand,Firm');
  - Rave with your raving 'Referral Lobster Net-Kingdom', offline and online (i.e. build up a network of top quality referrers you can depend on);
  - Practise your SM (social media) savvy and SN (social networking) nous and netiquette daily;
  - Make lots of FUZZ (network noise);
  - Work up your unsales process 80:20/G:R (i.e. spend 80 per cent of your time giving and only 20 receiving);
  - Practise devilish communication and behaviour techniques – SRO style;
  - Have fun devising stunning straplines and talking DIRTY (direct, impact, rapport, them, yes);
  - Continually establish rapport;
  - Continually build enduring extraordinary relationships;
  - Continually strive to achieve customer service excellence;
  - Practise touch #1 (engagement), touch #2 (re-engagement), touch #3 (cross-sell and up-sell), with speedy follow-on;
  - Live your 'Brand,Me' communication game programme;
  - Work your CRM system;
  - Continually innovate your business process;

- Continually develop, innovate, hone, and cherish your LIC (lawyerly intellectual capital);
- Have an open mind to paradigm shifts;
- Learn to apply commercial savvy and business nous to your legal work and dealings;
- Practise the seduction of persuasion;
- Draft in some external coaching/consultancy/training help where necessary; and
- Continually update your sales spreadsheet and Formidable ME Strategy & Plan (FMSP).

#### smorgasbord of quick fix tips

I began our journey in *the naked lawyer* with the suggestion that 'sales begins by "buying" the salesperson – YOU'. So, once again, here's a summary of ALL the ROAR tips I shared with you in Volumes 1–11 as to what you need to think and do so that lobsters, prospects, and clients will buy YOU:

- Strive to be an extraordinary rainmaker by thinking 'extraordinary sex';
- Get a grip;
- Get personal;
- Get real;
- Speak up;
- Speak out;
- Find and be your true ME;
- Don't be afraid;
- Don't allow fear to interfere;
- Park ego firmly at the door;
- Give up waiting;
- Let go of resisting change;
- Be honest – with yourself and others;
- Be transparent;
- Just do it;
- Believe it's time;
- Respect everyone's uniqueness and individuality;
- Do not tolerate people who are

attempting to mould you into something you are not;

- Be confident;
- Don't be afraid to stand alone;
- Celebrate your uniqueness;
- Be thorough – Research deeply, slowly, methodically, systematically;
- Brainstorm! Think lots;
- Be creative;
- Be commercial;
- Be courageous;
- Don't wait;
- Don't stand still;
- Be sexy in your positioning;
- Be sexier in your differentiation;
- Be particular in pursuit of the g-spot (target market);
- Say 'NO' to kneeling on the job (i.e. begging the boss for work);
- Use your initiative;
- Engage in fourplay (i.e. find your niche);
- Get everything – brand stable;
- Be accommodating;
- Don't allow your role to define YOU;
- Get digging;
- Get surfing;
- Be authentic;
- Harmonise 'Brand,Me' and 'Brand,Firm';
- Be NUTS (now, unconventional, timing, social);
- Think domination!;
- Share your brand ideas;
- Think emotional benefits;
- Think BIG PERSONALITY;
- Think search engine optimisation;
- Think social search optimisation;
- Think brand reputation;
- Make 'Brand,Me' count!;
- Take the plunge;
- Exit 'The Comfort Zone';
- Exit 'The Ivory Tower';
- Build multiple bridges;
- Strive to be accomplished in the four traits:

- Be GIVING;
- Be a CONNECTOR;
- Be a LISTENER;
- Be EMPATHETIC;
- Live your brand;
- Get your name EVERYWHERE;
- Rave about THEM (remember 80:20/G:R);
- Work your 'Me,Tale' off;
- Make time – Devote 30 minutes each day to SM and SN activity and make it a habit;
- Lay out a designated time to carry out your SM and SN activity, morning, noon, or night perhaps?;
- Use Microsoft Outlook, calendar, contacts, and tasks (or an equivalent software package) to help organise, manage, and analyse your activity and effectiveness;
- Use your sales spreadsheet to highlight, monitor, benchmark, and analyse your SM and SN activity and results;
- Set yourself three to five priority activities each day;
- Share 'Brand,You';
- Blow your horn every day;
- Be a secret agent provocateur;
- Be a permissive Googler: go, ogle;
- Fumble around;
- Improve your LUST;
- Get fuzzy;
- Get bizzy;
- Get nurturing;
- Build equity;
- Think 'befores' and 'afters';
- 'Brand,You' fuzz focus;
- Market 'Brand,You' focus;
- Unsales focus;
- Be Receiver orientated;
- Think client-centric first, last, always;
- Create stunning straplines;
- Be mysterious;
- Talk DIRTY;

- Be chatty chatty;
- Think bonding;
- Be attentive;
- Think bang bang sexy legs (aka get chatting and build a rapport);
- Know your FORM;
- Pursue rapid traction;
- Record the highlights;
- Be speedy with follow-on;
- Think engagement, re-engagement to avoid disengagement;
- Don't be a scarlet pimpernel (i.e. elusive);
- Think up-sell and cross-sell;
- Think about bundling products;
- Think Va-Va-Voom VALYOU;
- Go the extra 10,000 miles;
- Never be 'too busy' to avoid touching;
- Be hot for the lot (i.e. be customer service focused);
- Like retain;
- Love maintain;
- Get jiggy with a CRM system;
- Have a communication game plan;
- Strive to be extraordinary;
- Be innovative;
- Be stimulating;
- Think LIC (lawyerly intellectual capital);
- Think niche;
- Think value;
- Re-think your business process;
- Re-think your way of working;
- Re-think your way of managing and/or leading;
- Be open to a paradigm shift;
- Take a few risks;
- Be bold;
- Embrace change;
- Get up early;
- Get organised;
- Prepare for the day ahead the night before;
- Work on commercial savvy and business nous;
- Get some real business experience;

- Get a grip on the seduction of persuasion;
- Star gaze;
- Smile, smile, smile;
- Think Yes! Yes!! Yes!!!;
- Be the change that you want to see in the yourself and the profession; and
- Be happy!

As the saying goes: 'The best makeup is a smile. The best jewellery is modesty. The best clothing is confidence.'

I am confident that, if you do all of the above, you will become tomorrow's naked lawyer. Building on the key messages from *the naked lawyer*, above, this sequel will show you just how it's done.

# introduction: XXX rated – tomorrow’s lawyer

*‘99 per cent of lawyers give the rest a bad name!’ – Clive Anderson*

FORGIVE ME reader for I have sinned. It’s been four years since we last danced. Prrrrrrrrrrrrrrr... A lot of stuff has happened since then in law law land. What strikes me, though, is that despite the profession’s gallant attempts to up its game and improve its reputation, the following still rings true: ‘99 per cent of lawyers give the rest a bad name!’ This perhaps explains why, back in 2010 and throughout *the naked lawyer*<sup>1</sup> book, I suggested that entrepreneurs are from Venus and lawyers are from Mars. Accordingly, I proposed that we lawyers needed to become more entrepreneurial and to ‘get naked’. And we have. And we did. Respectively! Please note, however, that if you take this literally, you WILL get suspended. Which was the outcome for the 52-year-old French lawyer, earlier this year, who was suspended for ‘naked advocacy’...

## **the law is an arse**

Yes, you read it right. An un-named Strasbourg advocate was recently suspended for three months after appearing in court ‘going commando’ under his robes. He even admitted to appearing ‘sans briefs’ for a couple of years and was only caught, one hot day, when a sudden blast from the air conditioning unit caused his robes to billow up.<sup>2</sup> It sounds like the Strasbourg advocate has ‘got his knickers in a twist’ over the suspension. Oh, I forgot, he doesn’t wear

any. It used to be said that the law is an ass. I do believe it is now an arse...

So please, dear reader, for the sake of good order, when I speak about getting ‘naked’ throughout the naked lawyer and tomorrow’s naked lawyer, it is a metaphor for being authentic and being naked until you clothe yourself with your unique personal brand. Getting naked may sound appealing, but in reality society is still not ready for lawyers baring all. So, keep your kit on underneath your robes you decent, lawful people! The world, and our courtroom, remains a far safer and more respectable place for it. But hey, it’s not just the lawyers who are stripping off...

## **the naked rambler**

Staying with the law and the theme of getting ‘naked’, I’d also like to share with you an edited version of Matthew Scott’s excellent blog and post entitled ‘Stop wasting public money prosecuting and gaoling The Naked Rambler’,<sup>3</sup> which Matthew has kindly agreed to share here with you:

‘[Stephen] Gough is a strange obsessive, whose determination never to wear clothes has apparently even alienated him from his own children. His obsessiveness is matched by the determination of Hampshire Police and Wessex CPS who have been relentless and very successful in their attempts to ensure that the sensitive residents of Winchester are not caused any distress by the sight of Mr Gough’s private parts. They have persuaded

a court to impose an indefinite anti-social behaviour order, or ASBO, on him, which means that he commits a criminal offence if he does not wear his clothes in public. The only exceptions are that he is allowed to go naked in a changing room, on a nudist beach or for a medical examination. Gough has spent most of the last eight years in prison. His latest crime was committed as soon as he was released from his last sentence.

It is not, in itself, unlawful to go naked in public. It is an offence under Section 66 of the Sexual Offences Act 2003 to expose ones genitals with intent that someone should thereby be caused "alarm or distress" but nobody has ever suggested that Mr Gough had such an intent. It can be an offence to cause a public nuisance and "harm the morals of the public or their comfort, or obstruct the public in the enjoyment of their rights" but as an earlier and more successful nudist, Vincent Bethell, showed in 2001 juries are reluctant to find that merely being naked in the street does anything of the sort.

Prosecutors are too canny to charge Mr Gough with these offences, not least because there are defences to them and they fear that he would be acquitted.

Mr Gough has in the past been charged under Section 5 of the Public Order Act 1986, which makes it an offence to use "threatening, abusive or insulting words or behaviour, or disorderly behaviour... within the hearing or sight of a person likely to be caused harassment, alarm or distress thereby". This offence however, is only triable in the Magistrates Court and cannot be punished by a sentence of imprisonment.

So the only way that Mr Gough can be reliably jugged is to tailor him, as it were, a bespoke ASBO. As far as I am aware nobody else is subject to a similar order. The result is that the only person in the country

who actually wants to wander naked around the streets of Winchester is also the only man in the country who commits a crime by doing so.

It is extremely hard to come up with a defence to breaching an ASBO. In the past Mr Gough has been represented by very able counsel who have struggled, without much success, to persuade judges that it breaches his human rights. On this occasion, it sounds as though he was again defending himself, while the prosecution were represented by Simon Jones, a senior barrister... untroubled by any defence arguments, the jury duly took less than 15 minutes to convict him.

Judge Jane Miller QC then sentenced him to two and a half years imprisonment, while expressing the wish that he could be found some sort of "closed community" where he could live a life of cloistered nakedness.

Anybody who knows Judge Miller would agree that a more humane and sensible judge would be impossible to find, but in this case I think she was wrong. An eccentric who poses no risk to anybody is being made to spend the rest of his life in gaol – incidentally, at huge public expense – because of a law that has been crafted to criminalise his chosen way of life.

He has already spent most of the last eight years in prison. When he is released (after serving half of his latest sentence), he will have served the equivalent of virtually a 20-year prison sentence. Had he defrauded an elderly lady of her life savings he could not have been sentenced to more than ten years. Had he raped a twelve year old child he might have received a sentence of about 16 years.

Judge Miller obviously recognised the undesirability of these repeated gaol sentences, hence her suggestion that he might be able to live in some "closed

community". Obviously, a prison might qualify, but I think she had something rather more congenial in mind... somewhere like the Croft Country Club, a "friendly family orientated Nudist club located in the middle of the fens on the Norfolk Cambridgeshire border"...

[Or if] Mr Gough could be persuaded to go "glamping" in Ashwood our camping pod (bring your own bedding and towels or bedding bale for hire)... it would work out about half as expensive as accommodating Mr Gough in prison, even if he didn't bring his own bedding.

All this might provide a solution if the Naked Rambler was willing to eke out the rest of his life playing pétanque in Wisbech. Unfortunately, he would rather wander around Winchester, or, failing that, go to prison.

The solution is a very simple one. Stop prosecuting him for breaching his ASBO. If he does things that would constitute a crime if done by others by all means throw the book at him. Otherwise, please stop wasting our money on what has long since become the persecution of a harmless eccentric. He has chosen to look ridiculous. The law is making itself look ridiculous.'

Hmmm... the law is a ridiculous arse, perhaps? And musing on the ridiculous, I recall Professor Stephen Mayson's opinion that The Legal Services Act 'is heading for the regulatory equivalent of the knacker's yard,<sup>4</sup> while for new Legal Services Board chairman Sir Michael Pitt, it is a 'job half done'.<sup>5</sup>

Oh dear. We haven't really progressed that much. Or have we? The point I am trying to make, before we dive into *tomorrow's naked lawyer*, is that we need to pause and take a good look at ourselves as a profession. We should perhaps ask

ourselves: 'Are we doing enough? Do we need to go further? Should we push the boundaries? This is what *tomorrow's naked lawyer* is all about...

### the future?

Given the aftermath of the global recession, the turmoil in the world of finance, the disruption in law law land, the increasing demand for customer service excellence and rising expectations from prospects and clients, coupled with the choice available to them as to WHO they wish to buy their legal products and services from (present and future), if the path you have chosen is to become 'tomorrow's naked lawyer', then you'd better be prepared for a rough, tough, and bumpy passage. It's NOT going to be plain sailing, anymore. PERIOD.

Just to stick the prancing, dancing, *tomorrow's naked lawyer's* bootilicious bootie in a bit more, if we take on board Tom Peters's views (see Volume 2 of *the naked lawyer*) and Ray Kurzweil's predictions of a future in which we are moving toward 'singularity'<sup>6</sup> – where humans transcend biology as a result of the combined effect of the revolution in genetics, nanotechnology, and robotics (artificial intelligence) – things are likely to get even tougher.

Ray Kurzweil's main concept is that our technological knowledge has been snowballing, and that once strong artificial intelligence is achieved, it will become a runaway phenomenon of rapidly escalating super-intelligence. When we reach this point in time (predicted 2040 or around 25 years from now) we will no longer recognise the world as we know it, nor our place (and space) in it. (More about this in Chapters 3 and 6 of *tomorrow's naked lawyer*.)

Certainly, we're in for a lot more CHANGE! So much has changed since 2010, and I predict we will need to handle





## after dark activity

Okay now. Let's get active...



### *just do something!*

The ROAR model holds the key to unlocking the power within YOU to:

- Take control of those things that seemed so elusive in the past;
- Make those difficult choices that have niggled away for so long; and
- Dig deep for the courage and confidence to help you make ALL of the required changes...

...in the quest to achieve YOUR dream life.

One of my key messages throughout *the naked lawyer*, and which lies at the heart of the ROAR model, is to GIVE, GIVE, GIVE – and then GIVE some more. Without expecting anything in return. I stand by it. (Or, perhaps I should say, I prance by it.) Accordingly, I would deem it a privilege and an honour to be your new friend while you're reading *tomorrow's naked lawyer*, whether it is for a reason, a season, or a lifetime. And so, my foreword wisdom (well, actually, it's Mark Twain's, but I subscribe to it): 'Whenever you find yourself on the side of the majority, it is time to pause and reflect.' Let's go star gaze, dream maker... It's time to 'eat chocolate, drink wine, sleep naked'. It's time to GET NAKED! Prrrrrrrrrrrrr...

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3. For the full post, see Scott, M., 'Stop wasting public money prosecuting and gaoling The Naked Rambler.', *barristerblogger*, see <http://barristerblogger.com/2014/10/08/stop-wasting-public-money-prosecuting-gaoling-naked-rambler/#more-1013>. October 8th 2014.
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6. Kurzweil, R., *The Singularity Is Near*, New York, Viking, 2005. Ray Kurzweil is one of the world's leading inventors, thinkers and futurists, with a twenty-year track record of accurate predictions. He has been called 'the ultimate thinking machine' by Forbes magazine, the 'rightful heir to Thomas Edison' by Inc. magazine (and selected as one of the top entrepreneurs) and 'the restless genius' by *The Wall Street Journal*.
7. Quote by Jim Rohn: personal development and motivational guru. [www.jimrohn.com](http://www.jimrohn.com).