

Securing Your Digital Data

- Neglect
- Data loss
- Bad guys



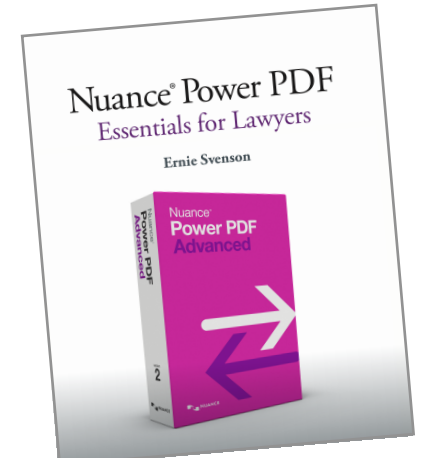
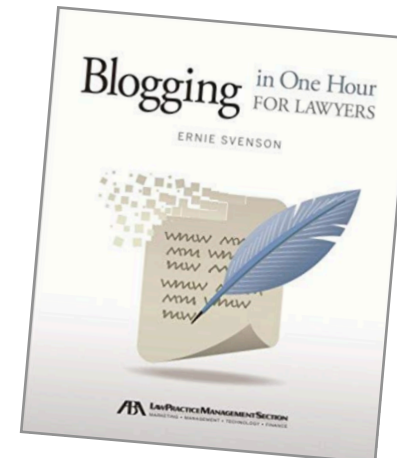
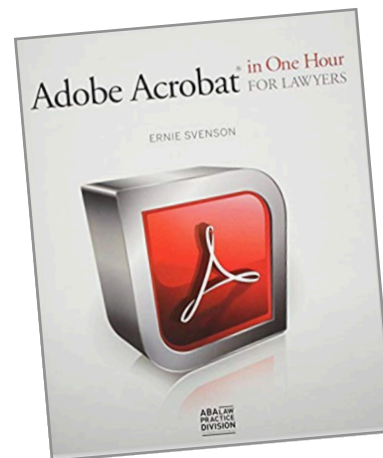
Speaker

ABA TechShow - Chicago
Florida Solo & Small Conf
Missouri Bar Solo & Small Conf
Indiana Solo & Small Conf
Clio, MyCase, ARMA, LSBA



Author

Blogging for Lawyers (ABA)
Acrobat in One Hour (ABA)
PDF Essentials for Lawyers
Nuance PowerPDF Essentials



Awards

ABA GPSOLO
Solo & Small Firm
Trainer of the Year 2018

FastCase 50 2011



Securing Data



**So, how did you
discover this?**



PLAZA

THEATRE

THEATRE

Law Firm Autopilot
Ernie Svenson

Law Firm Autopilot

Fed

Back P

———Law Firm Autopilot———

A burned-out attorney stumbles upon the elusive secret to a highly prosperous solo practice that virtually runs itself.







My Office





















paperless office




Weblog: Ernie The Attorney


[Home](#)


Ernie the Attorney : *searching for truth & justice (in an unjust world)*

Updated: 9/18/2003; 2:07:07 PM.

Personal
[E-mail me](#)
[About me](#)
[Wishlist](#)
Etc...
[Personal KM](#)
[PopTech 2002](#)
[Travel Blog](#)
[Whatsa Weblog?](#)
Law Stuff
[Law Blog](#)
[Outline](#)
[Legal Information](#)
[TechTools for Lawyers](#)
[PDF For Lawyers](#)
Tech Stuff
[TiVo](#)
[Picasa](#)
[Treo 300](#)
[ActiveWords](#)
[News Reader](#)
Wireless

 **Tuesday, August 12, 2003**
[PDF for Lawyers is going to move to TypePad too](#)
[Click here](#) for a glimpse of the new home of PDF for Lawyers site. I plan to make this a multi-author blog and invite my lawyer friends who know a lot about PDF to share their insights here as well. Check it out.
12:56:08 PM #

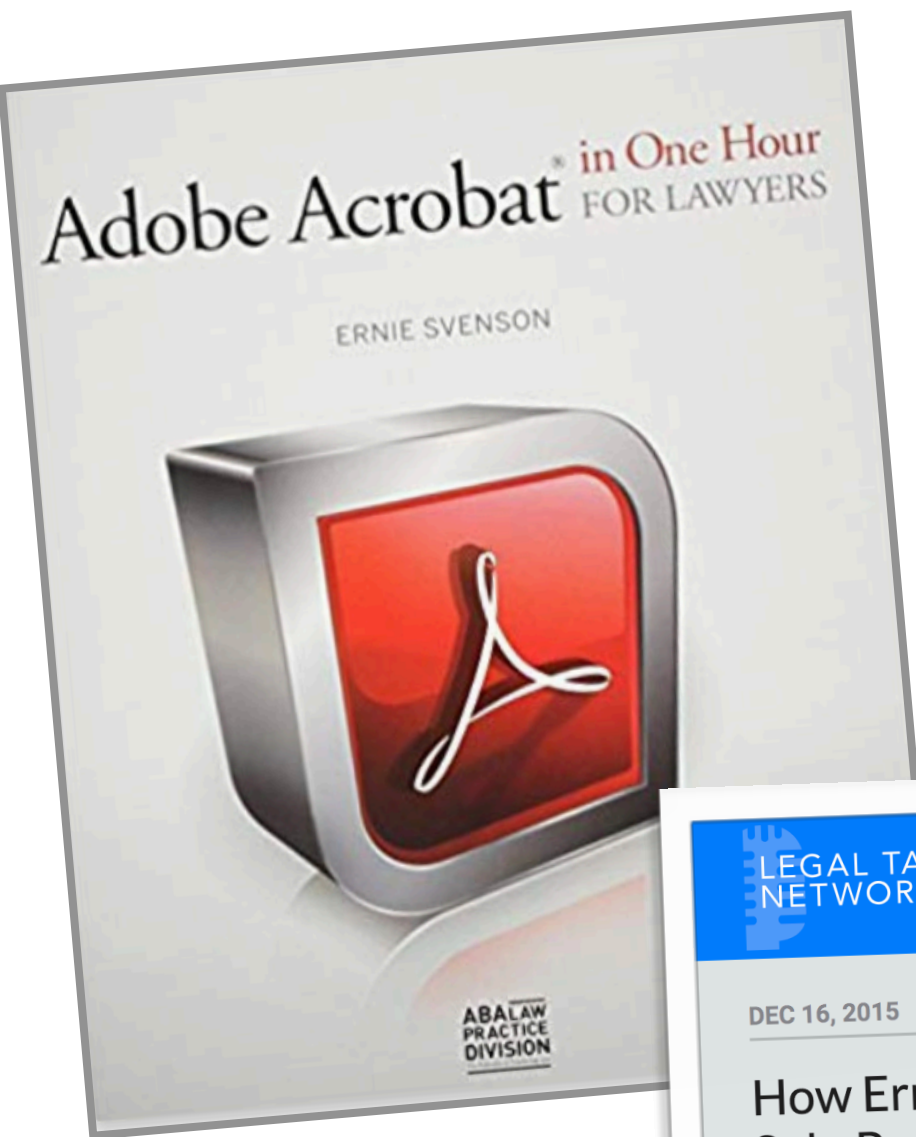
 **Monday, August 11, 2003**
[Ernie the Attorney's posting from a new perch](#)
[Click here](#) if you want to see where I'm posting. It's the new [TypePad](#) blogging system from the people who created Movable Type, and it rocks!!!
1:29:08 PM #

 **Tuesday, August 05, 2003**
[Okay, and now for something completely new & different - let's post somewhere else](#)
I think I'm going to try TypePad. I signed up for the trial account and have set up some basic stuff. So for the next couple of weeks you can find my postings [over here](#). I doubt I'll wind up there permanently (but I have plans to move somewhere soon) so don't view this as a permanent change, but feel free to subscribe to the full-length XML feed. And let me know if you have any problems.
1:57:33 PM #

[New Blogging Service Rolls Out.](#)
If you want to set up your own blog you might want to check out [TypePad](#) (which is from the well-established folks at Movable Type). A shining example of the power of this new blog tool is the [PVR Blog](#), which is a great resource for information on devices like TiVo and ReplayTV and digital recording devices in general.
There are 3 levels of service for TypePad, the lowest priced one is \$5.00 a month, which includes hosting and a bunch of features (i.e. the ability to publish picture albums etc). Worth checking out.
11:27:12 AM #

\$40






LEGAL TALK NETWORK

MAY 24, 2018

Putting your Firm on Autopilot

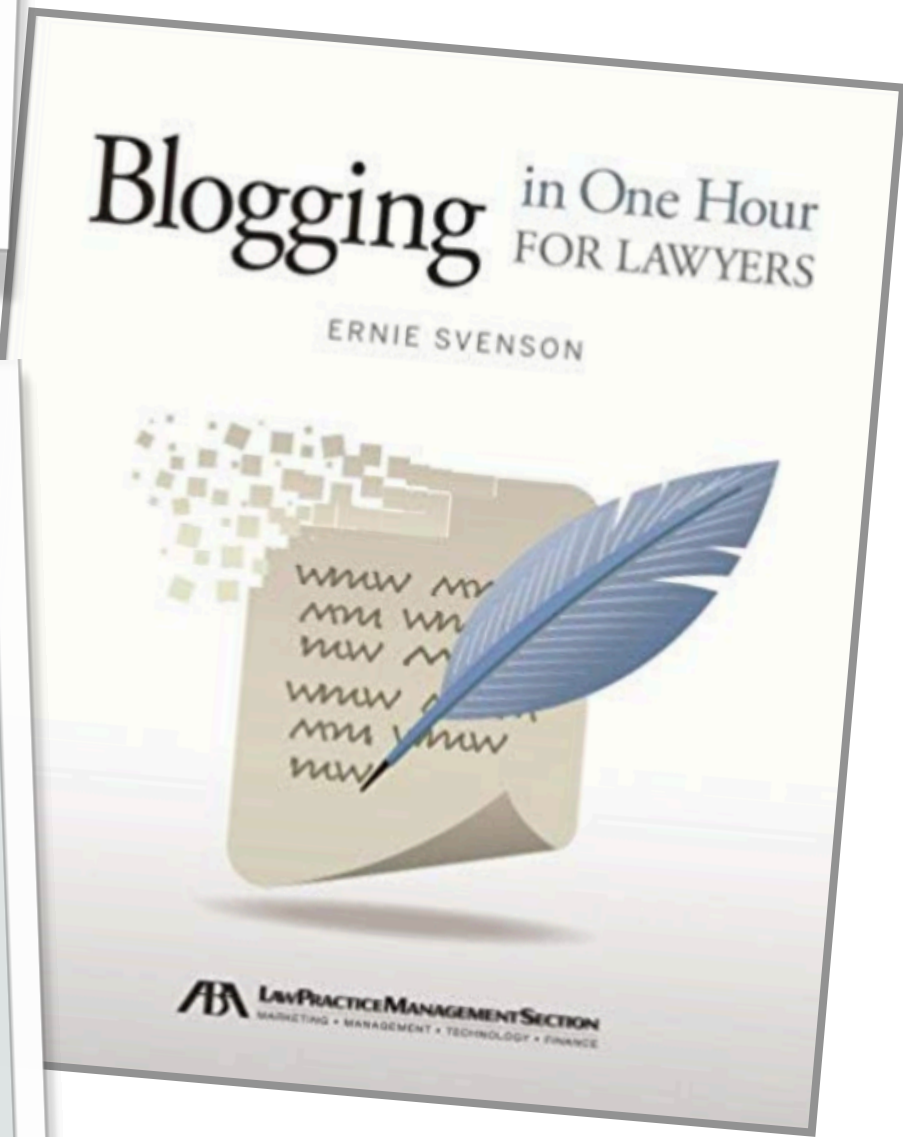
Ernie Svenson discusses about automation and how to set up systems that will help attorneys run their firms more efficiently.

LEGAL TOOLKIT

[Legal Toolkit](#)

▶ 0:00 / 0:00

🔊 ⋮




LEGAL TALK NETWORK

DEC 16, 2015

How Ernie the Attorney Started His Solo Practice

Among solo practitioners, Ernest "Ernie the Attorney" Svenson is well-known for consulting on technology and, specifically, going paperless. But what many lawyers don't know is how Ernie transitioned from a commercial litigator in a big New Orleans law firm to a tech savvy solo. In this episode of New Solo, learn all about how Ernie's...



[New Solo](#)

▶ 0:00 / 0:00

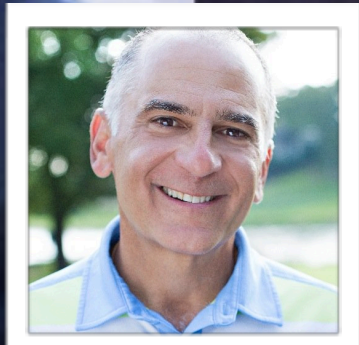
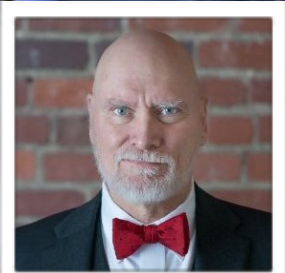
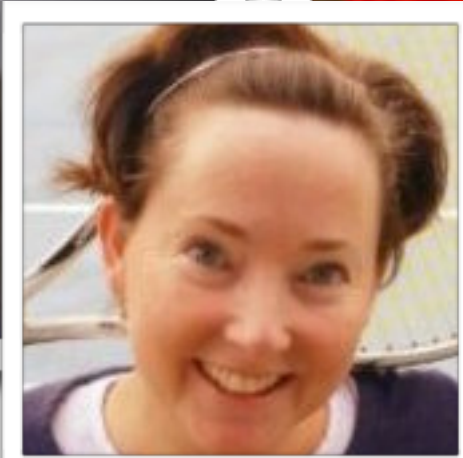
🔊 ⋮



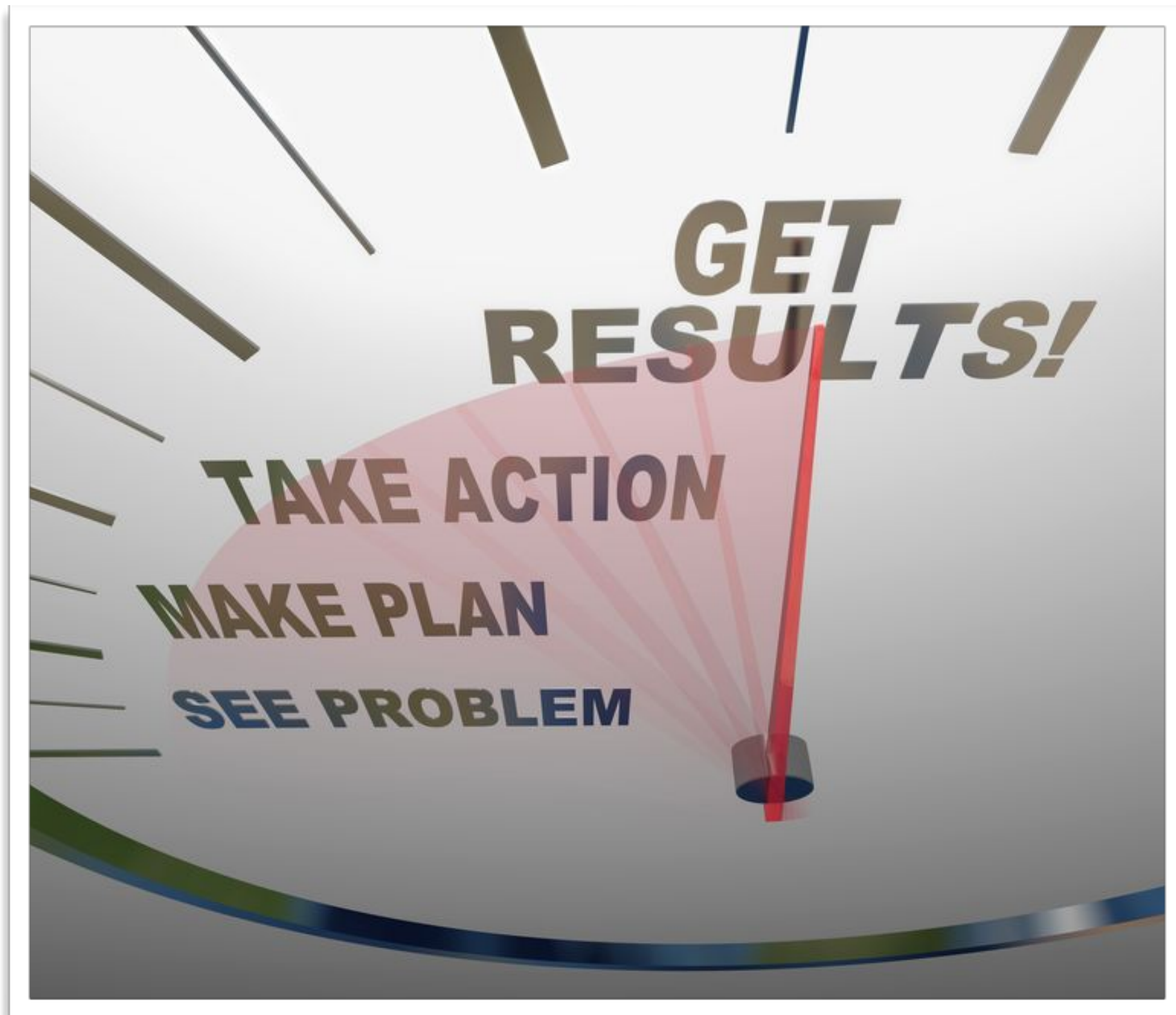
A woman with long blonde hair and glasses, wearing a dark sequined jacket and a beaded necklace, is speaking into a microphone. She is standing in front of an audience. A man with glasses is visible in the foreground, looking towards the speaker. The background is a blurred indoor setting.

Small Firm Bootcamp





My 100% Focus






Carlee Gonzales

“An incredible experience! I received so much information that I was looking for in planning my solo firm. You saved me so much time trying to find answers on my own.”



James Monast

This has opened up new windows on the world of running a legal practice more effectively and efficiently.

A photograph of Patrick and Zena Slaughter. Patrick, on the right, is a middle-aged man with a grey beard and mustache, wearing a blue and white striped shirt under a grey blazer. Zena, on the left, is a woman with long brown hair, wearing a black top with white polka dots. They are both smiling and standing in what appears to be an office or conference setting with other people blurred in the background.

Patrick & Zena Slaughter

LaFevor/Slaughter Law Firm - Knoxville TN

“It was kind of hard for me to believe at first, but you really can run your practice from anywhere and be just as productive if you take the time to set your practice up to take advantage of today's technology. —Thanks Ernie!”



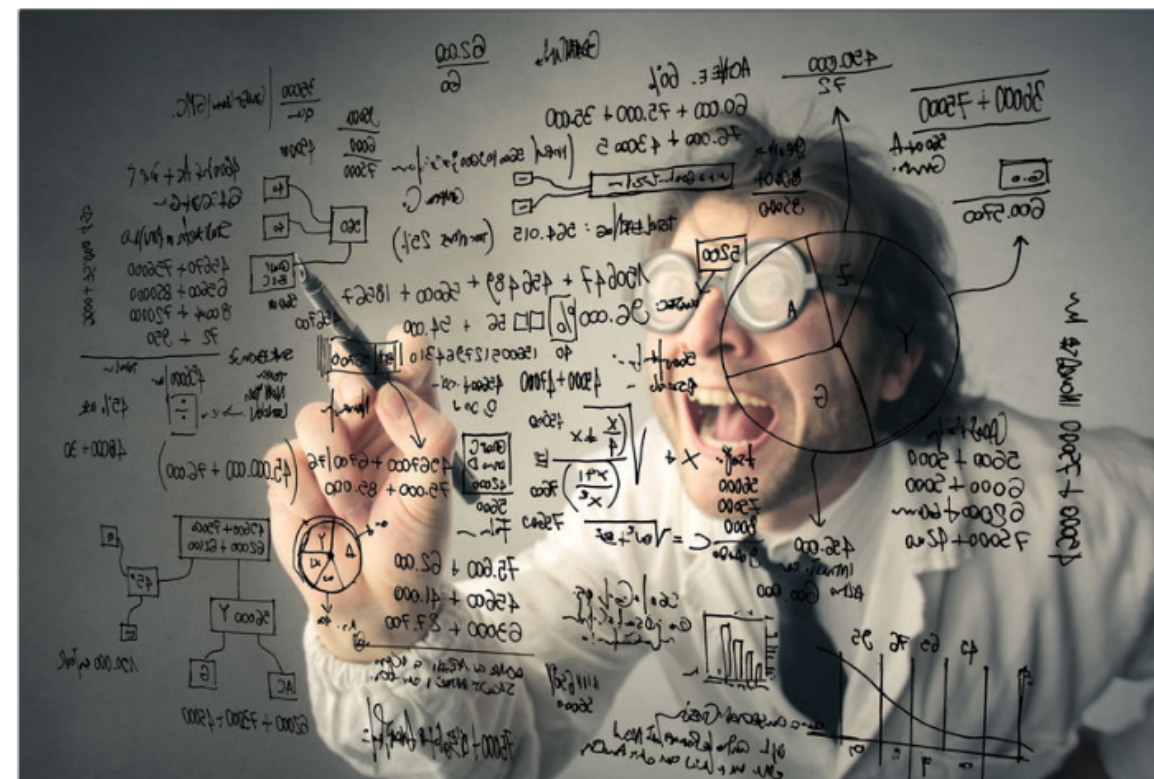


Greedy Opportunists & Lovable Fools

The reason lawyers aren't better at harnessing technology isn't their lack of tech skills. It's because they haven't found the right people to help them.

A lot of people that seem helpful aren't all that helpful. Some are greedy opportunists. Some are just friendly fools. And, of course, some are sanctimonious demagogues.

Here's a list of people to be very wary of, starting with...



Perspective Matters



A Simple Guide for Creating a Modern Practice

There are **ten key elements for creating a smooth-running, financially-thriving law practice.**
Those elements are grouped into three main categories, as shown below.

I. Approach - *"Whether you think you can or think you can't, you're right."* —Henry Ford

- 1. Mindset** - You should **cultivate empowering mindsets** and stifle any limiting beliefs you have about the success you're truly capable of achieving.
- 2. Vision** - What kind of practice do you *truly* want? Describe it in writing, with as much detail as possible. For example, who exactly would be your "dream client"? How many hours would you work each week and what would you do?
- 3. Focus** - Making the radical changes needed **to create your ideal law firm** requires an unconventional-but-powerful approach (*i.e. the "80/20 principle"*).
- 4. Assistance** - You'll need help in growing your practice. Make sure you get it from people who get great results consistently, and who've proven they can help lawyers like you.

II. Operations - *"Efficiency is doing things right; effectiveness is doing the right things."*
—Peter Drucker

- 1. Systems** - You must operate your business **using well-developed systems that you document and update regularly** as your key workflows evolve.
- 2. Streamlining** - You can radically improve both efficiency and effectiveness by leveraging paperless workflows, automation, cloud storage, and virtual collaboration (*i.e. mobile lawyering*).
- 3. Delegating** - You should **only do work that you are exceptionally good at and which you thoroughly enjoy**. Even if you want to have full-time employees working in your office, consider using outsourcing as much as possible.

III. Marketing - *"Ninety-nine percent of advertising doesn't sell much of anything."*
—David Ogilvy

- 1. Fundamentals** - You must **understand how proper marketing works**. Don't spend any money on consulting or advertising until you do.
- 2. Basic Marketing** - Attracting "warm leads" is easy. It's **called Referral Marketing** and it works exceptionally well with the folks who already know you, like you and trust you. Plus, you don't have to spend a dime on advertising.
- 3. Advanced Marketing** - Attracting "cold leads" is hard. But you can do it if you **use Direct Marketing** principles, and best of all you can automate the process if you have a website. You can spend money on advertising at this point, but you probably shouldn't need to.

Visit LawFirmAutopilot.com for more information



Agenda

- ▶ **The #1 Problem** (the “weakest link”)
- ▶ **Passwords** - The 2nd weakest link
- ▶ **Extra layer of security** (works if hackers get your password)
- ▶ **Your concerns...**



Securing Data

1. **Data Loss** (usually inadvertent)
2. **Hackers** (malicious, intentional)

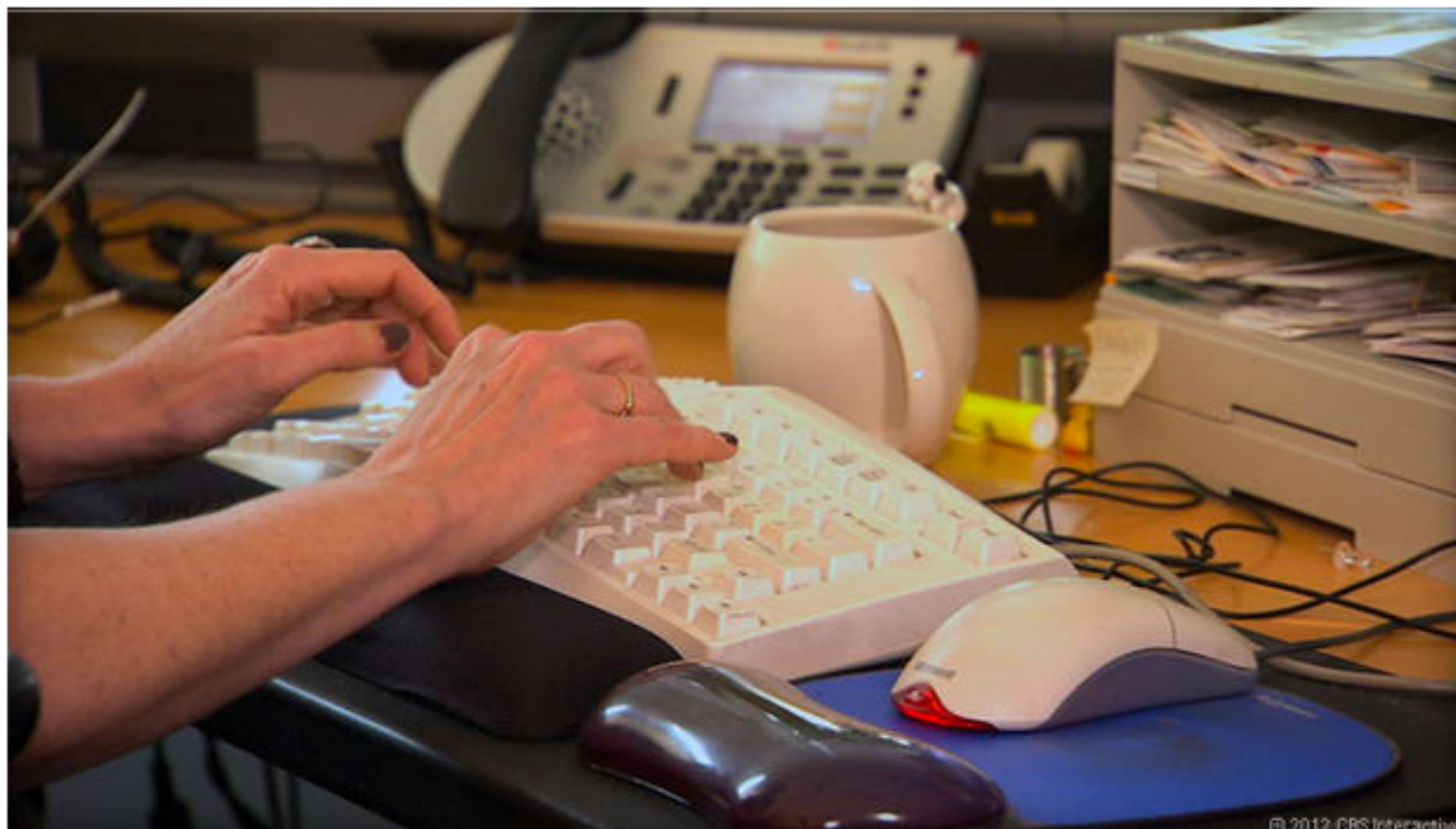
How to protect your data from inadvertent loss

- ▶ **Backup**
- ▶ **Sync**
- ▶ **DMS settings**

How to protect your data from malicious hackers

3732C20616E642070617463686513206F5590BF3
76C6206C6974746C65 16E642074616C773192A
A16C20Data BreachE204 6520 1A07072216145A
2E6F6163686573204C697474CC 5205 265CB74AF8
Cyber Attack696EA1 486FAF64206 6E013921FC
06564207368 206E61C F766 6C792Protection
C6E207468652A 261736B60142E20480810D3F5A
6368AF93010808B4FA017745C7A6 108B2C3FD55157
0AFFA33C08E00F2A5697D011A56AFE64 0746865206
02073 C732C20736852756B013A 0AA206336 5206
16E642001A B719System Safety Compromised1A7
E00F2A5694C028BE5BF7D011A0010A3BCE561AF8701

The 25 most common passwords of 2012



2 Comments / 4 Shares / 2 Tweets / Stumble / @ Email

More +

By CHENDA NGAK / CBS NEWS / October 24, 2012, 2: 27 PM

Do you think your password is secure? Try comparing it with the 25 most common passwords of 2012.

According password management company SplashData, the top three passwords of the year are "password," "123456," and "12345678." The company's list of the "25 worst passwords of the year" was compiled using data that hackers have posted online, which are said to be stolen passwords.

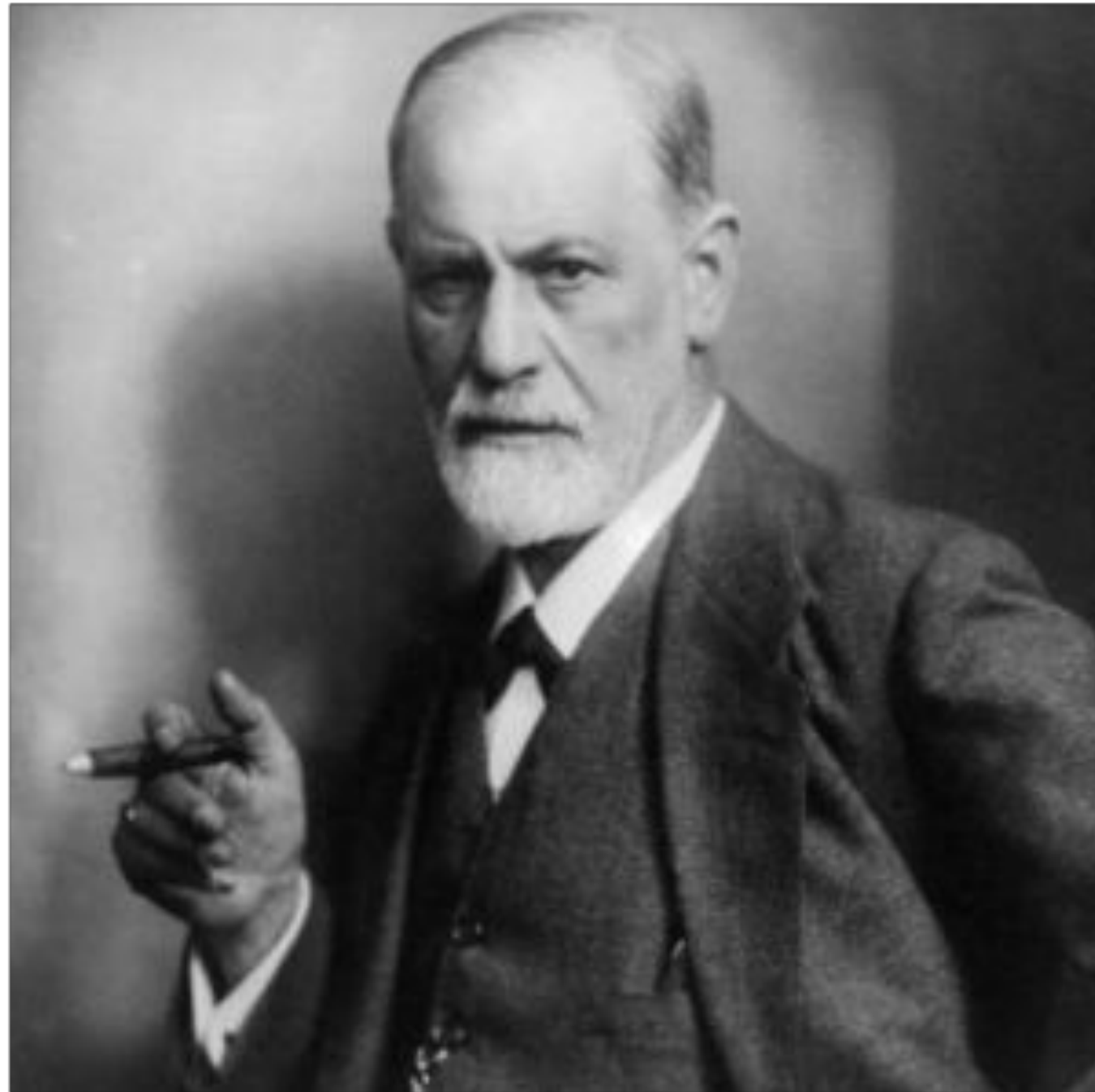
Most Popular

1. password (Unchanged)
2. 123456 (Unchanged)
3. 12345678 (Unchanged)
4. abc123 (Up 1)
5. qwerty (Down 1)
6. monkey (Unchanged)
7. letmein (Up 1)
8. dragon (Up 2)
9. 111111 (Up 3)
10. baseball (Up 1)
11. iloveyou (Up 2)
12. trustno1 (Down 3)
13. 1234567 (Down 6)
14. sunshine (Up 1)
15. master (Down 1)

Don't be at the
back of the pack



The weak link









How the trick works



Psychological Manipulation

– A 3 Step Process –

1. Capture attention
2. Quickly create trust
3. Trigger action (*click the link*)

Discard

Io Hacker-bait lawyer

Subject: I can't believe this picture of YOU!!!

B I U F T T

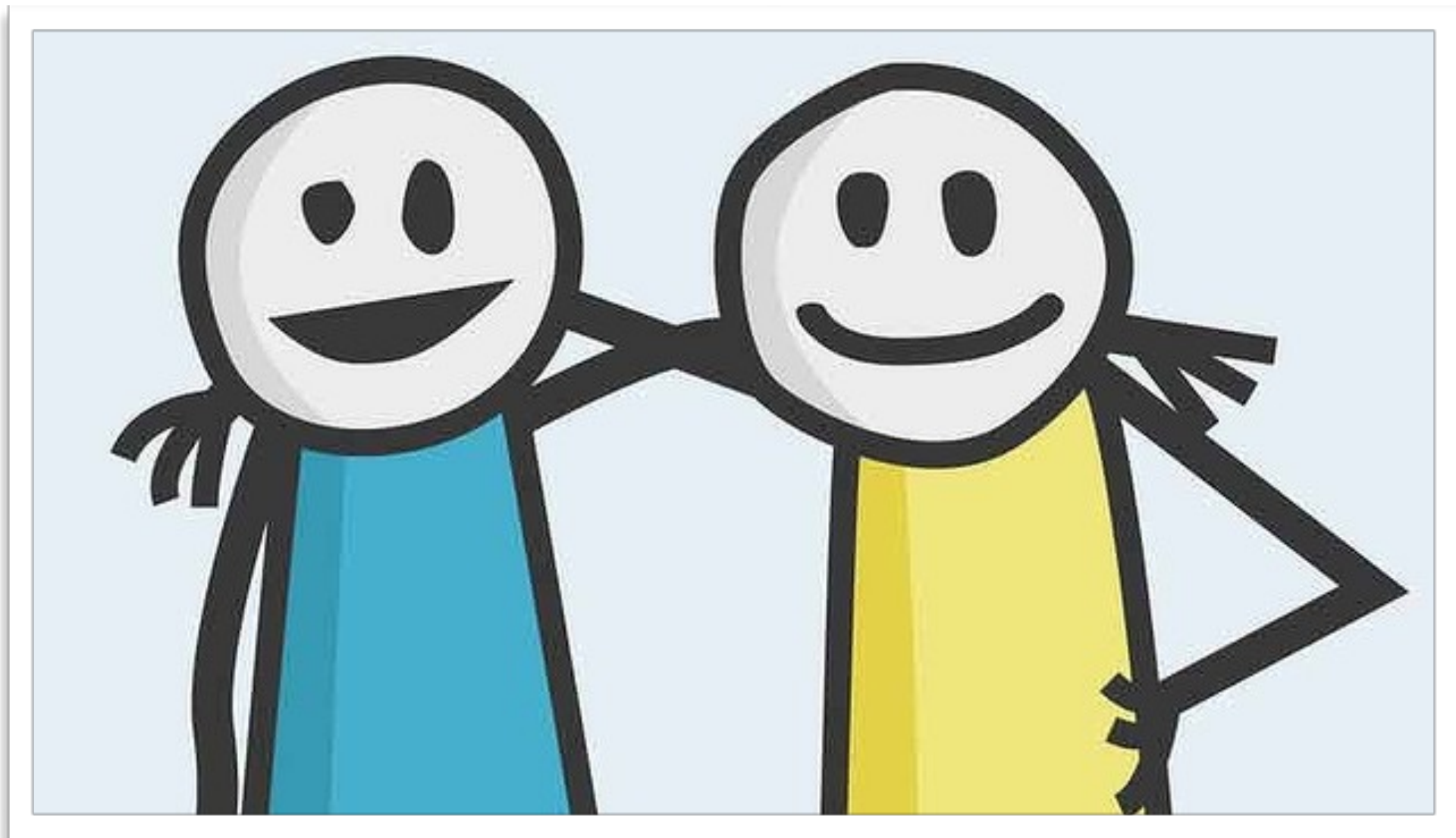
This is ridiculous and you should be ashamed!!!

<http://www.facebook.com/yourname-naked>

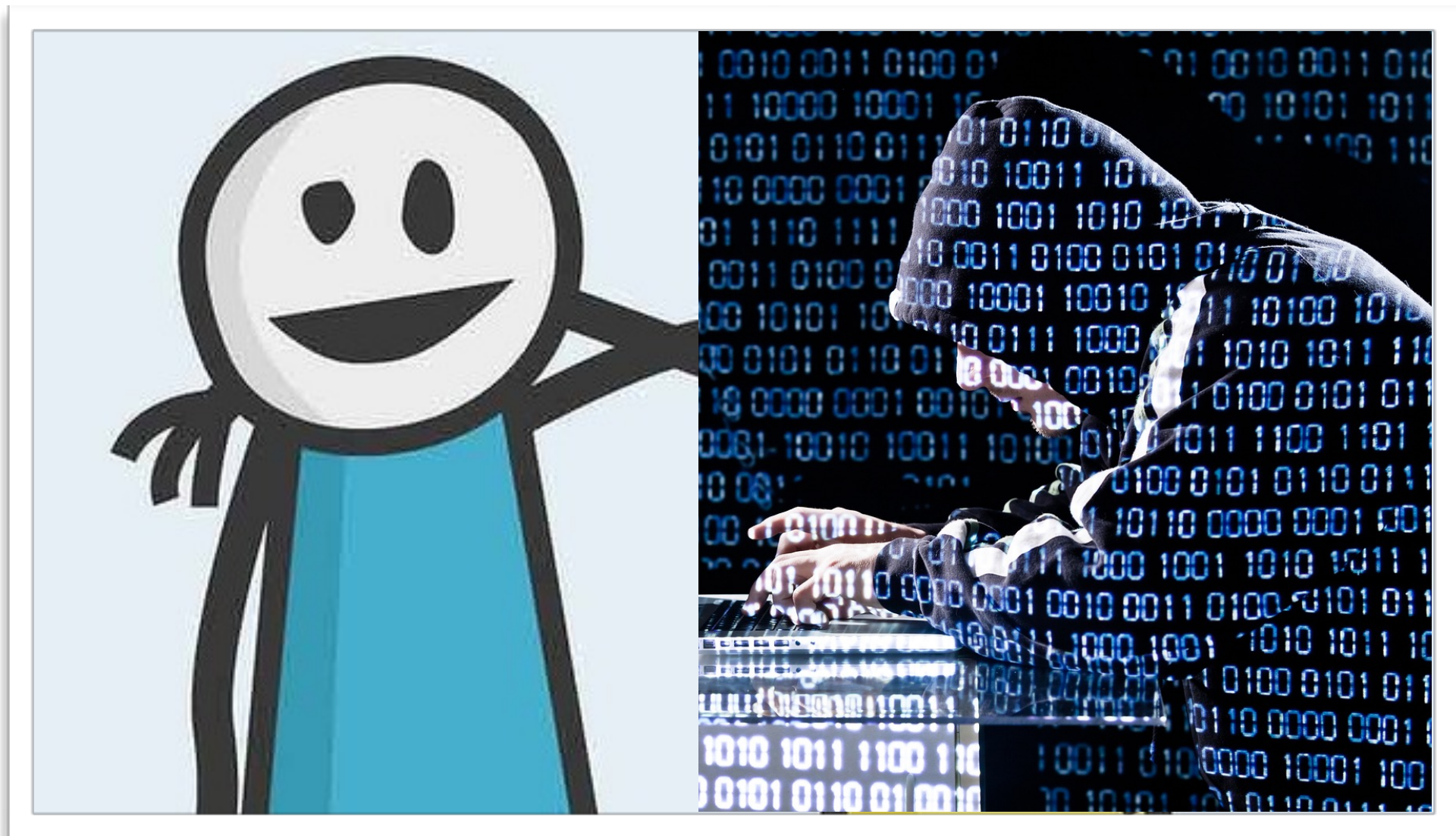


**Actually links to hacker's website
which installs a key logger program**

**But the email came from
your friend...**



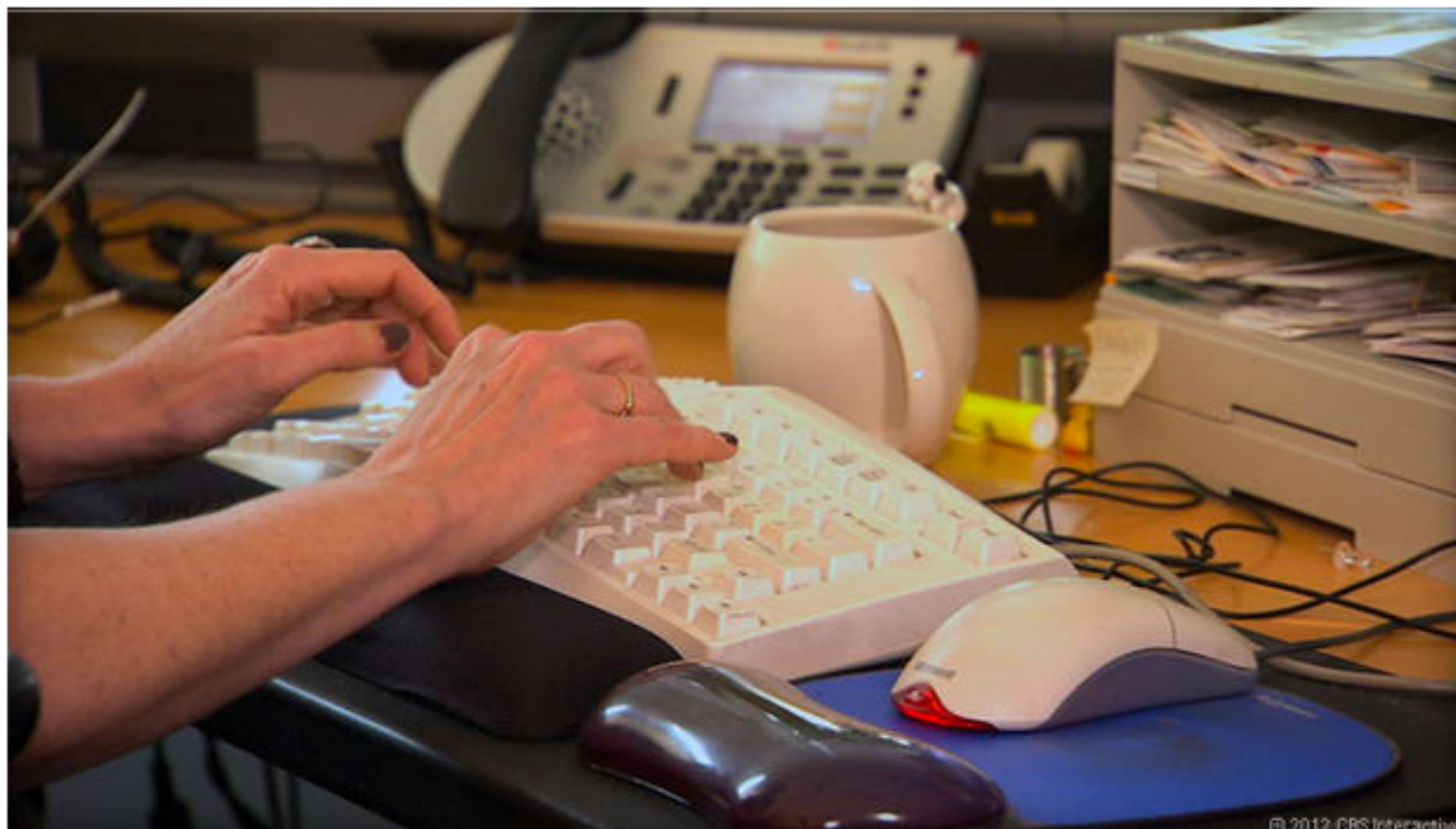
The hacker got into your friend's computer first



Is your password easily guessed?



The 25 most common passwords of 2012



2 Comments / 4 Shares / 2 Tweets / Stumble / @ Email [More +](#)

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10. baseball (Up 1)
11. iloveyou (Up 2)
12. trustno1 (Down 3)
13. 1234567 (Down 6)
14. sunshine (Up 1)
15. master (Down 1)

Use a strong password

4ET%1ge6



1234



Use a passphrase

“Happy bird today”


“Wolf Nest Rock”

Use a different password for every important account



Microsoft®
Outlook®

1 Sign in to Online Banking

Enter Your Online ID **Sign In** 

☐ Save this Online ID **Enroll**

[Help/options](#)

CHASE 

[Find Us](#) | [FAQs](#) | [Contact Us](#) | [Log On](#)


Welcome to Chase.com

Returning User Log On

User ID

Password

Log on



Log In to view your portfolio:

Customer ID/SSN

PIN

Remember Customer ID/SSN: **ON** ☐

Log In

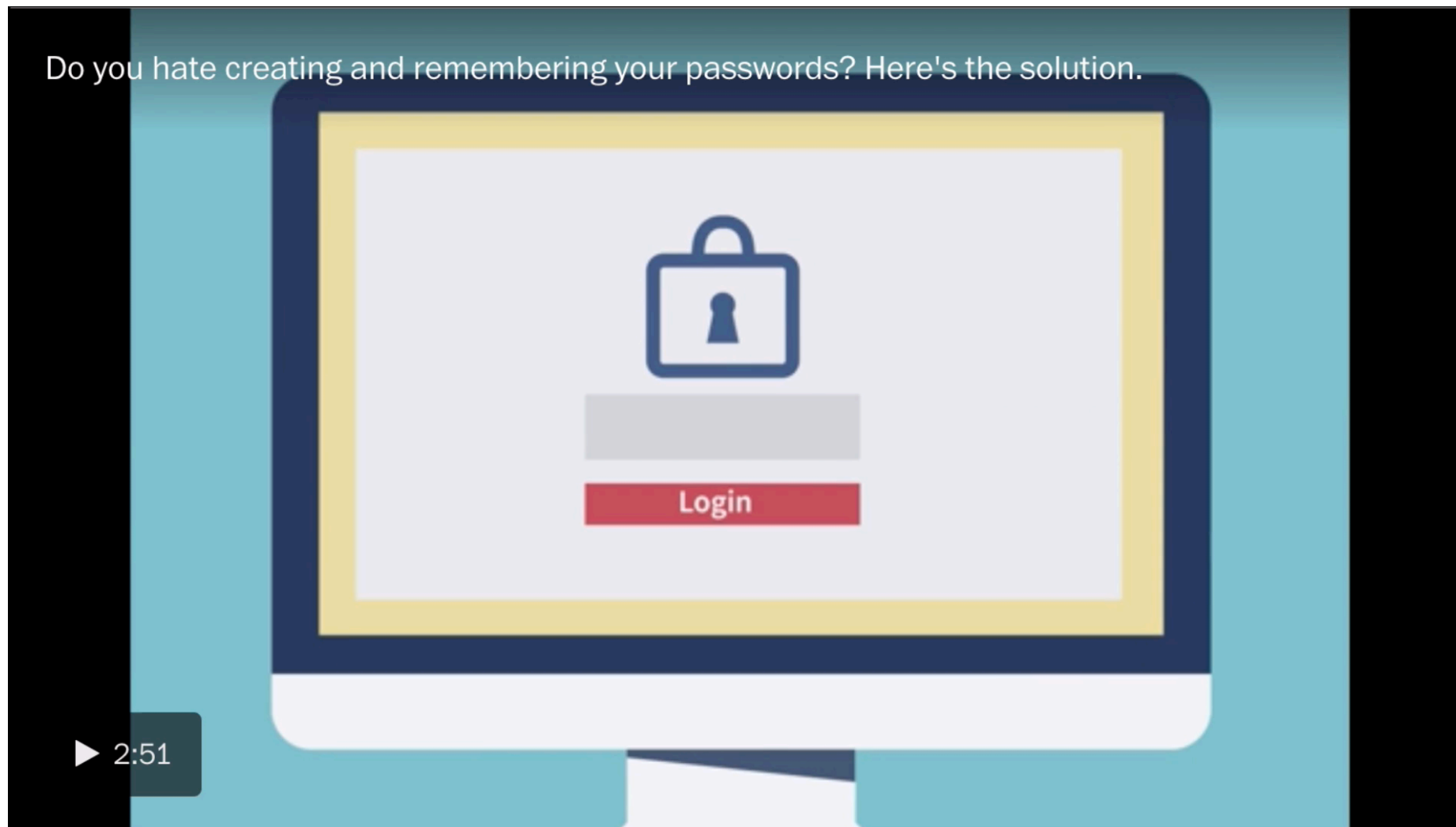
**That seems like
a lot of work...**



The Switch • Review

Your password has probably been stolen. Here's what to do about it.

By **Geoffrey A. Fowler** July 12 at 1:19 PM [Email the author](#)



The Post's Geoffrey A. Fowler shows you how password managers are a much better (and more secure) way to manage your passwords to your favorite sites. (Jhaan Elker, Geoffrey Fowler/The Washington Post)

Pardon the interruption, but your passwords are leaking.

You've probably become numb to [all the headlines](#) about [data breaches](#). But a website called [Have I Been Pwned](#) will expose the horror they've wreaked on you.

The Last Password You Have to Remember

✱ The Secure and Trusted Way to Store Passwords



Leading Encryption Technology

We've implemented AES 256-bit encryption with routinely-increased PBKDF2 iterations. That's tech speak for strong protection for the data you store in LastPass.



Local-Only

Decryption

All sensitive data is encrypted and decrypted locally before syncing with LastPass. Your key never leaves your device, and is never shared with LastPass. Your data stays accessible only to you.



Add Multifactor Authentication

Want to up your online security? Add one of our many multifactor authentication options. By adding a second login step, you're better protecting your account – and the information you've stored in it.

Use a passphrase

“Happy bird today”

“Wolf Nest Rock”

Use 2-Factor Authentication



2-Factor Authentication

Requires 2 Things:

1. **Password** (thing you know)
2. **Cellphone** (thing you have)

A 6-digit is sent to your phone by text message when you login from a new computer or device

When Logging
into site from
a new computer

Warning Email



Dropbox to me ↕

8:53 AM ⋮



We noticed you logged into Dropbox using **IE** on **Windows 7** at
08:53 AM GMT-07:00 from **United States**.

...

Note: Your location may be inaccurate since it was estimated
using your IP address.

Summary



Don't be at the
back of the pack



Send

Save Now


Discard

To:

Hacker-bait lawyer

Subject:

I can't believe this picture of YOU!!!

B I U F T 

This is ridiculous and you should be ashamed!!!

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bit.ly/LastPassSignUp

Want my Slides? And the Guide?

Email Marketing For lawyers



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How to build trust
(even online with people who have no idea who you are)



**FACTS ABOUT
EMAIL MARKETING**

"EMAIL IS THE CHANNEL
GENERATING THE HIGHEST
ROI FOR MARKETERS."
(VentureBeat)



Example #2
Personal Injury: Specialized

FREE REPORT
24 QUESTIONS YOU NEED TO ASK
BEFORE HIRING
A LEGIONNAIRES' DISEASE ATTORNEY

[DOWNLOAD NOW](#)

Example #3
Small Business Attorney

ESPERA
EFFICIENT. RESPONSIVE. TRANSPARENT.

Louisiana Small Business Attorney
Andrew Legrand



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Visit LawFirmAutopilot.com for more information



ernietheattorney.net/security

Thank you

A black and white photograph showing a hand holding a pen, writing the words 'Thank you' in a cursive script on a white surface. The pen is positioned at the end of the word 'you', with its tip touching the paper. The lighting is soft, creating a slight shadow of the pen on the surface to the right.



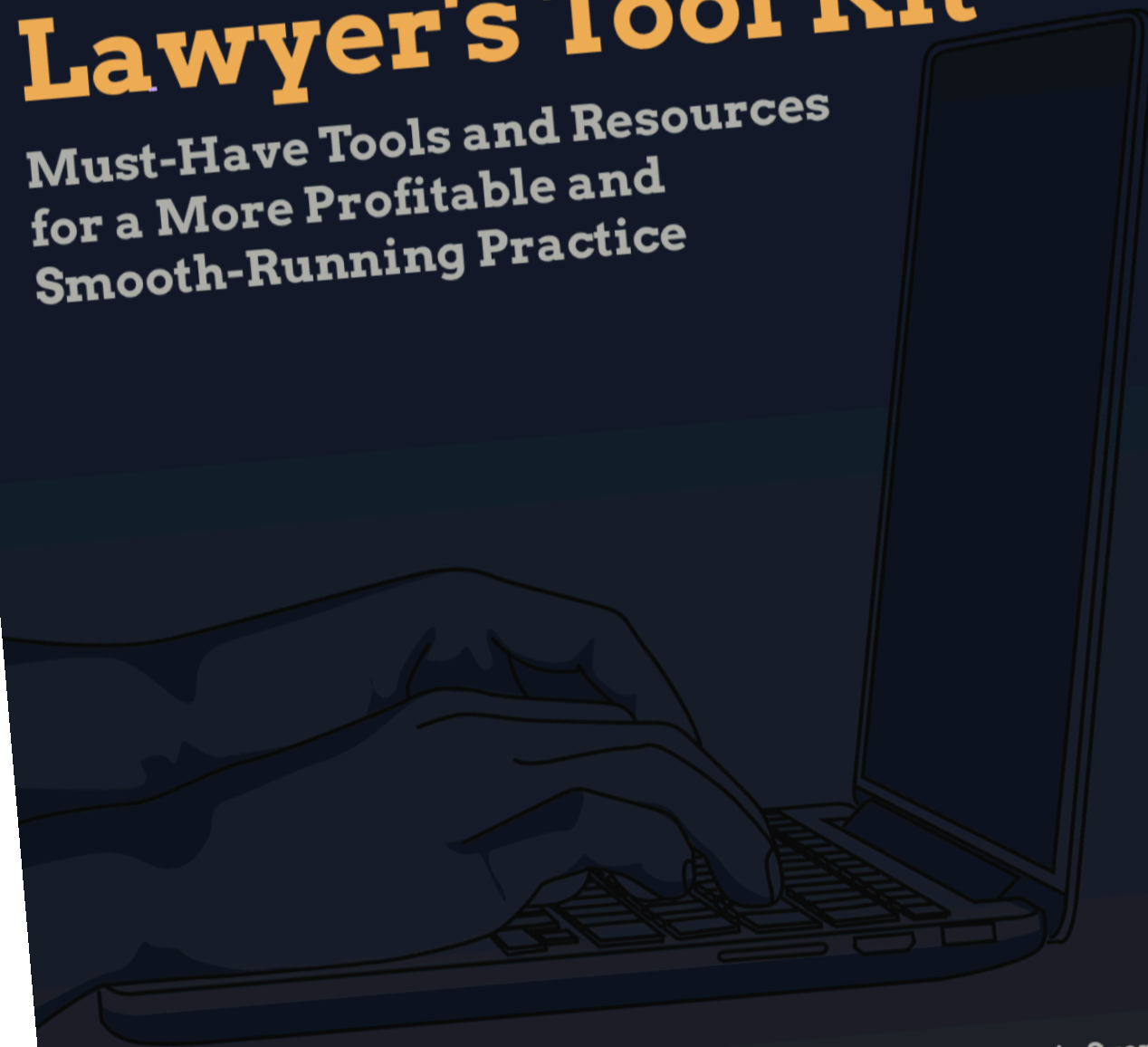
Got any questions?



erniethattorney.net/security

The Ultimate Lawyer's Tool Kit

Must-Have Tools and Resources
for a More Profitable and
Smooth-Running Practice



Ernie Svenson
ernie@lawfirmautopilot.com

LAWFIRM AUTOPILOT SUCCESS BLUEPRINT

