

**BASIC COMPUTER TECHNOLOGY FOR A SMALL LAW OFFICE**

1. Factors to consider when selecting an office computer system.

   A. Primary consideration: What is your **budget** for an office computer system?
      - Apple versus pc.
      - Is this really a “do-it-yourself” project for your office?
        - Do you have the required time, skills, and aptitude for this project?
        - Do you need outside help?
        - Where do you find competent help for such a project?
      - Will office computers be used strictly for business or also by other persons, such as members of an employee’s family?
        - As a general rule, do not allow children to use an office computer or laptop without strict supervision, up-to-date virus protection and a functioning firewall.
          - Viruses.
          - Pop-ups.
          - Spam mail.
          - No downloading of music, movies, or software.
      - Institute rules for use of office computers and restrict non-employees’ access, especially for laptops that leave the office environment.

   B. If you already own other computers, make certain that your new computers’ operating system and software are compatible.
      - Otherwise, you may not be able to share files with your other computer or network the computers together.
      - Operating system compatibility.
      - Software compatibility.
      - What do you do with your old computers?
      - If a computer is less than five years old, chances are that it can be put to good use by someone else.
      - Rather than donate equipment directly to a charity or school, it is usually best for all involved if you can send it to a computer recycling company to be refurbished. One link for computer recycling companies is at: [http://www.techsoup.org](http://www.techsoup.org).
      - You **must** erase confidential information off of your hard drive before donating a computer.

   C. Other considerations to take into account when putting together an IT plan for your law office.
      - How many employees do you have?
      - Who gets a computer? Why?
      - Software considerations.
        - There is always a lag time in getting everyone up to speed on new software.
        - Features that you may need in your software selection:
          - Client contact information.
          - Calendar.
          - Email and texting.
          - Synchronization with PDA, iPhones, and cell phones.
          - Telephone messages.
          - Recording of time spent on file.
          - Billing and accounting software.
viii. Case management.
ix. Legal research.

IV. Do you want to network your computers together?
V. Printer, scanner, fax and other shared office equipment.
VI. Surge protectors.
   a. During a power surge or spike, there is excess voltage in the electrical lines above that which
   is normal. A high quality surge protector can absorb the excess voltage and help prevent
   damage to your computer system.

VII. How many office locations do you have?
VIII. Is your office wired for a computer system?
IX. Does your office have access to the Internet?
X. File encryption
   a. An encryption key is added to files or folders that you choose to encrypt. This key is needed
   to read the file.
   b. Lose the key and you may permanently lose access to the file.

XI. Recovering office data in the event of a disaster.
   a. Backing up your electronically stored information.

D. Standardizing desktop hardware, software, and configurations can help you manage your costs of
   ownership for your office computer system.
   I. Standardized approach may mean spending somewhat more up front on an office computer
   system.
   II. It may, however, help save money in several ways through the service life of the equipment you
   buy.

E. How are you going to protect electronically stored information on your computers, laptops, servers, and
   portable storage devices from third parties?
   I. Generally, it is an ethical violation for an attorney to reveal information related to the
   representation of a client without authorization or a court order. See Kentucky Supreme Court
   Rule 3.130.

2. What operating system will be used in your office computers?
   A. Windows XP Professional --
   II. Windows XP Professional requires a minimum 233 MHz processor (300-plus MHz recommended),
   128 MB of RAM (higher recommended), 1.5 GB available disk space, super VGA (800x600)
   resolution or better, a CD-ROM or DVD drive and a keyboard and Microsoft Mouse compatible
   pointing device.
   III. Combined with base MS Office and basic local storage requirements for documents and e-mail,
   overall disk space requirements are at least 8 GB.

B. MacOS X -- Apple’s standard operating system for its newer Macs and MacBooks.
   I. Mac OS X requires a Mac computer with an Intel, PowerPC G5 or PowerPC G4 (867MHz or faster)
   processor.
   II. 512MB of memory.
   III. 9GB of available disk space.
   IV. DVD drive may be needed for installation.

C. Is your selected or desired software compatible with your current computer’s operating system?
D. Always keep your computer’s operating system current with the latest security patches.
3. **What is your budget for your office computer system?**
   
   A. You may pay substantially more for each computer and server if you want an Apple computer network.
   
   B. Expect to pay between $1,200 and $1,500 for a desktop computer and monitor.
      
      I. Desk tops last about five years or more, but this usually requires some upgrades of hardware and software over the machine’s service life.
      
      II. A computer in the lower price range should serve your basic office computing needs, but it won’t have a lot of specialized features.
      
      III. Do you need a service contract on your desktops? It may be less expensive to replace problem parts inside a desktop computer than to repair.
      
      IV. Warning: Upgrading or replacing computers and software make it difficult to keep track of files, archived email and other electronically stored information that is not stored on a network server or central archive.
      
   V. Don’t take your eyes for granted. The higher the resolution, the better the graphics card you’ll need.
   
   VI. I recommend purchasing speakers for your office. If your PC doesn’t already support surround sound, for $100 or more you can upgrade to a dedicated sound card with Dolby 5.1 support, plus a decent set of speakers that includes a subwoofer.

C. Expect to pay between $1,000 and $2,500 for a laptop computer.
   
   I. Our office upgrades laptops every two to three years.
   
   II. Expect to pay between $1,000 and $2,000 for an entry-level network server.
   
   III. Do you want a service contract on your laptop?

D. Printer, scanner and fax machine(s).
   
   I. Selection and cost of printer dependent on projected number of number of printed pages per month.
   
   II. Suggest service contract on this type of equipment.
   
   III. Keeping track of printed pages for billing purposes.
      
      a. Warning: fax may require a dedicated phone line, which means another monthly charge by the phone company.

E. Software considerations.
   
   
   II. OpenOffice.org.
   
   III. Google’s free software.
   
   IV. Adobe Acrobat Professional.
   
   V. Time slips and Quick Books
   
   VI. Anti-virus software.
      
      i. Every computer that connects to the Internet must have anti-virus software installed; updated regularly to ensure software is up-to-date.

   VII. Summation, Trial Director, and other specialized software for law offices.

VIII. Are you willing to invest time and money to train on software? Is there a local training source?

F. Each member of your staff will likely require access to base-level applications: word processing, email, and Internet.
   
   I. Clerical and administrative staff may also need Microsoft Excel, Time Slips and Quick Books.
      
      a. Expect to pay a software license fee for each licensed program that you install on each computer.
   
   II. Specialized software, such as billing and accounting, PowerPoint, Summation, trial presentation software.
   
   III. Attorneys and paralegals will need legal research software: Lexis Nexis, Westlaw, and Casemaker.
G. Some software programs -- such as graphics, photo and video programs -- require large amounts of RAM and hard-drive space in order to properly operate.
   I. The larger the files, experts recommend faster processor speeds, greater RAM, and larger hard drive storage.
   II. Word-processing and e-mail require relatively little storage space and RAM.
H. Paperless Office -- fact or fantasy?
   I. Scanning documents rather than making paper copies.
   II. Fax networked to provide a scanned copy rather than paper copy.
   III. Using Adobe Professional to create letters and sending them out as email attachments.
   IV. Complex litigation in federal court practice.
      a. E-filing.
      b. E-discovery issues.
      c. Exchanging e-documents.
      d. Experience with review of electronic documents.
J. Monthly access fee for Internet service.
   I. The faster the line connection, the better for internet service.
   II. Anti-virus software and spam blockers.

4. Plan out your IT strategy for your law office.
   A. Do you want a desktop or a laptop computer?
   B. Standard features such as CD-ROM or DVD drive, and modem can be found on both desktop and laptop models.
   C. Computer speakers, photo albums, music, and video.
   D. Usually, faster processor speeds and larger hard drives are available on desktops.
   E. Laptops offer the advantage of being mobile, but with some sacrifice in speed and storage capacity. Those latter factors may be somewhat relative to the price you’re willing to pay, however.
   F. If you expect that the computer will be used for “extracurricular activities” like gaming or internet surfing, you need to keep those items in mind in selecting a new computer.
   G. The more installed memory your computers have, the more applications you can run smoothly at once, and the better the system will perform.

5. Laptop versus a desktop.
   A. The main reason to have a laptop computer is portability - the ability to take your computer with you when you leave the office.
      I. If you don’t need portability, then you should probably buy a desktop.
      II. Laptops come in all different weights and sizes. Keep in mind if you travel with your computer, especially in airports, lighter is much better than heavy.
      III. Portable hard drives may be far less expensive alternative than purchasing a larger hard drive on a laptop.
         a. Portable hard drives are good for music, photos, and video files.
         b. Portable drives are good for storing large files, such as scanned images of files.
      IV. If you really travel a lot, but don’t want to carry around a laptop, a Blackberry, Palm Treo, or an iPhone might be a better choice.
         a. Are you simply going to check email on the road?
         b. Editing, revising and amending documents require the use of a laptop.
   B. Laptops are smaller in size than a desktop, so it takes up less physical space in office.
I. Specifications comparable to desktop specs -- if you're willing to pay the purchase price of a high end laptop, but Laptop prices are dropping.

   A. Laptops cost almost twice as much as desktops and the cost of repair is very high -- if you can find a qualified technician to repair a laptop.
   B. Laptops are easily lost or stolen.
      I. According to FBI statistics, approximately 2.6 million laptops were stolen in 2008.
      II. Don’t leave laptop computers in an unattended car.
      III. Thus, avoid storing passwords, social security numbers, credit card numbers, details about family members, clients, or other personal information on your laptop computer.
      IV. Careless handling of client information may violate Kentucky Supreme Court Rule 3.130.
   C. Laptops are not easily upgradeable.
   D. Laptops generally have slower processor speeds than a desktop. A laptop’s processor speed is almost always slower than a desktop with the same features.
   E. Smaller keyboard and monitor than most desktop computers.
   F. Laptops will break if dropped or liquid is spilled on them.
   G. Our office’s experience over the past 10 years is that a laptop has an average service life of just 2 to 4 years.
      I. That is a lot of toxic materials going into a landfill.
      II. Computers contain lead, cadmium, hexavalent chromium, mercury, and brominated flame retardants.
      III. Newer batteries (nickel-metal hydride and lithium ion) do not contain cadmium.
   H. A laptop’s battery useable life substantially decreases over time. That fact can be a real pain when traveling on an airplane or sitting in an airport terminal without access to electricity.

7. Desktop’s benefits.
   A. Lower initial price.
   B. Usually faster processor speeds, memory size and RAM in a desktop than in a laptop.
   C. Much easier to upgrade a desktop than a laptop. This is true whether you are upgrading internal components, such as RAM, a hard drive or a video card, as well as external devices such a monitor.
   D. A desktop normally has a longer service life than a laptop.
   E. Usually more USB ports on a desktop than a laptop.
   F. Larger monitor is possible with a desktop.

8. Desktop’s downside.
   A. Lack of mobility.
   B. A desktop computer takes up a lot of space in your office.
   C. You are going to have a desktop for a long time.

9. Implement your office’s IT plan.
   A. Standardize your office computer system.
      I. A "one size fits all" approach to selecting computers requires little effort to maintain once completed -- at least, for the projected life of the computer systems involved.
      II. A "cookie cutter" strategy that’s the same for all standard computers.
      III. Employee training on standard hardware and software can also be standardized.
a. May require some job-specific software training, such as training on accounting and billing software, database management software, and trial presentation software.

IV. Much easier to manage and maintain a single standardized office computer system.
   a. For example, what an employee learns about one computer applies to other computers in office.
   b. Employees can move from machine to machine, if or when necessary.

V. Standardized computers help to prevent squabbles over equipment.

VI. Suggest using a top down approach in selecting computer equipment. That is, selecting the computer that suits the needs of most demanding user.

10. Do you plan to network your office’s electronic equipment?
   A. Networking is linking two or more computing devices together to share data, software and commonly used or needed equipment in the office, like a printer or fax.
   B. A server is a computer specifically designed to hold, manage, send, and process data.
   C. A computer that has been set aside to run a specific server application.
   D. Absolute CPU speed is not usually as critical to a server as it is to a desktop or laptop computer.
   E. What type of files are you going to store on your network server?
   F. What type of software are you going to run off of your server?

11. If your office only has three or four computer users, you may not need a server at all.
   A. A peer-to-peer network is the simplest type of network available and is most suitable for offices with less than five computers.
   B. In a peer-to-peer network, each computer is connected directly to every other computer.
   C. There is no central server managing the network.
   D. A peer-to-peer network allows an office to share files, printers and even modems and Internet connections.
   E. In general, a peer-to-peer network consists of two or more computers connecting through a device called a “Hub.”
      I. A hub allows multiple computers and devices to connect via network cable.
      II. Peer-to-peer networks do not offer many of the benefits of client/server networks.
      III. As an organization and network grows, the administration of these peer-to-peer networks becomes more difficult and expensive.
   F. Without a network server, each employee stores the files that they create on their computer hard drive.
   G. Office-wide back up is usually done by copying files onto a portable storage device, such as a portable hard drive.
   H. This arrangement may make it difficult to keep track of and share documents within an office.
   I. At the same time, a peer-to-peer network may make it easier to keep electronically stored information confidential within a small office environment.

12. Once you have five or more computer users, a network server can provide a central location for your important files, shared applications, and other resources you regularly use, like documents, printer, and email.
   A. Usually this setup is called a client-server network. In a client-server network, all computers are connected to a dedicated server and the server manages the network.
      I. The server stores email, Web pages, files and/or applications. Computer stations are linked to a server rather than to each individual machine.
      II. Primary advantages of a computer network in your law office are:
a. Ability to share information among the users on the network. For example, this can be messages such as e-mail or it can be files that are stored on one computer and used by someone at a different computer.

b. Users store their work on the server rather than on their desktop computers, making data less vulnerable to system crashes and other computer problems.

c. Ability to share resources among users on the network. Perhaps most important is sharing of hardware, such as a printer.

d. For example, a single printer can be accessed from different computer systems, as shared resource.

e. A single Internet connection can be used by more than one computer.

f. The network administrator determines what the computers may be used for and what kind of resources and support they are entitled to have.

g. Instead of having this data stored in several different computers, as their users create it, data can be centralized on shared servers.

h. Control over access to electronically stored information and other office equipment is much easier to maintain if the computers are networked.
   i. Only if authorized by the administrator does a computer user have access to electronically stored information on the server.

i. A network allows you to keep control over the computers in your office, and gives you an ability to monitor usage of the computer.

j. A network makes it easier to backup your office data onto an offsite server, a set of tapes, CDs, or other backup systems.

III. Primary disadvantages of a computer network in your office:

a. Additional costs in hardware and software, as well as funds for planning, designing and implementing the network.

b. May require the services of an IT professional to do ongoing maintenance and management of the network.

c. You must establish and enforce office security procedures, such as password protection.

d. Depending on specific rights assigned by the network Administrator, an internet connection may allow employees to abuse of company resources, distractions that substantially reduce productivity, downloading of illegal or illicit materials and software piracy.

e. Networking allows sharing of undesirable data among computers.

f. Internet virus can be downloaded and spread over office network. Preventing and mitigating the potential harm to your network costs time, money and administrative effort.

13. Local Area Network (“LAN”) is the most common network that links computers in the same building or office.

A. Computers in a LAN are usually linked together with a cable made up of pairs of wires, but faster (and more expensive) cables are made from glass fibers, called fiber optic cable.

B. An office network may use radio waves to link computers, in which case it is a wireless LAN or WLAN.

C. Wireless networking is an alternative to traditional wired networks that gives you the same benefits without wires.

   I. In a wireless network, all of the computers broadcast their information to one another using radio signals.

   II. Wireless signals make network arrangement and setup easy, especially when you have many computers and devices distributed throughout your office or organization.

   III. You can more easily reconfigure your office space or organizational layout as your company grows and changes.
IV. You can also extend connectivity to new or visiting staff quickly and easily.
V. You must establish and enforce office security procedures, such as password protection.
VI. Encryption of wireless signals should be considered as a mandatory requirement in a law office.
   a. Warning: Wireless connections are NOT recommended for transferring or working with large data files.

14. Taking the plunge and purchasing a network server for your office.
   A. Expect to pay between $1,000 and $2,000 for an entry-level server. The actual cost of your server will be dependent on the following factors:
   I. The operating system that you run on your server. Always ask if the server’s software is included in the purchase price.
   II. How fast does the server need to process data (i.e., processor speed)? The faster the server’s internal processor’s speed, the higher the cost of the server.
      a. Processor speed is not that important for office that manages mostly Word documents.
      b. Processor speed may be important for office using a lot of larger files, such images, usually stored in *.TIFF and *.PDF file formats.
      c. Cost versus performance analysis.
   III. How much memory (RAM) do you need? As a general rule, don’t skimp on the amount of RAM purchased for your server.
   IV. How much hard disk space does data require, now and in the future? It is foreseeable that lawyers will need more data storage in the future related to advancing technology and e-discovery demands?
   V. Do you plan to attach additional backup and storage drives (tape or optical, for example) to your system?
   VI. Do you need help setting up your network server?
   VII. What level of maintenance and support do you reasonably expect to need?

15. Virtual private network (VPN) is a computer network in which users connect via a local ISP and the Internet.
   A. A VPN provides an ability to connect to the office network from remote locations. For example, a remote user can access, revise, and print a document on the office printer, check email, or calendar programs.
      I. Reduce transit time and transportation costs for remote users.
      II. The VPN can be found in workplaces and homes, where they allow employees to safely log into company networks.
      III. The key feature of a VPN, however, is its ability to use public networks like the Internet rather than rely on private leased lines.
   IV. VPN uses an authentication and encryption protocols.
      a. Authentication allows VPN clients and servers to correctly establish the identity of people on the network.
      b. Encryption allows potentially sensitive data to be hidden from the general public.
      c. Only allow remote workers to access your Local Area Network via VPN to maintain security of network.
      d. Encryption slows down data transmission, so be patient. Otherwise, the connection can become unstable and you will lose your work.
   B. Is your office equipment compatible?
      I. Different software and hardware use different protocols and you must ensure that the protocols are the same so that the different computers can communicate with one another.
   C. What do you need for a VPN?
I. Access to Internet.
II. Authorization to access the server via a VPN.
III. You need a router, a firewall and standalone VPN hardware or a PC with VPN software.
IV. Once connected to the Internet, the remote user runs his VPN software on his computer to initialize the VPN tunnel.
V. After authentication is complete and access is granted, the remote user can connect to the network server, just as if you were actually sitting at your office computer.
VI. Encryption is incorporated both on the remote user’s computer and at the network, and must match up before access is granted to the network.

16. Encryption of your office’s electronic data or electronically stored information.
   A. Maintaining the privacy of your clients’ confidential data is critical to the success of your business, your law license and your reputation.
   B. Computer network security is essential when it comes to protecting your client’s information. If hackers or identity thieves break in to a poorly protected wireless or VPN network, your computers will surrender their contents, thinking they’re talking to an authorized network device.
   C. Passwords:
      I. Every computer must require a password to log on.
      II. Limit the number of false authorizations for a log on before locking the user out.
      III. Change passwords every 60 to 90 days.
      IV. Do not use simple words or names that others can guess.
      V. Six laws of password security: Length, Randomness, Complexity, Uniqueness, Rotation and Management.
      VI. Don’t write down your passwords where others can find them.
         a. Hiding passwords notes under keyboards, tissue boxes, blotters, etc. is not security.
      VII. Do not use the same password everywhere.
   D. Encryption:
      I. When you encrypt a file or folder, you are converting it to a format that can't be easily read by other people. Without having the “encryption key” the file is gibberish.
      II. Always use encryption on laptops, memory sticks, CD-ROMs, and other portable hard drives.
      III. What happens to your confidential files if your laptop is lost or stolen? Losing your computer doesn't have to mean losing your privacy.
      IV. With Windows XP Professional, you can help protect data by using its Encrypting File System (EFS).
      V. Windows XP Professional makes the encryption and decryption process easy—simply follow the steps at http://www.microsoft.com/windowsxp/using/security/learnmore/encryptdata.mspx to encrypt your files or folders.
      VI. When you are logged on to your computer, you'll be able to read encrypted files. Anyone who tries to use your computer without your logon will not be able to read them.
   E. Install antivirus software, update regularly, and use it regularly.
      I. When you receive e-mail advertisements or unsolicited e-mail, do not open attachments.
      II. If you feel that an e-mail you get from a friend is strange (if it is a foreign language or it just says odd things) double check with the friend before opening an attachment.
      III. Never open email attachments with the file extensions VBS, SHS, or PIF.
      IV. These file extensions are frequently used by viruses and worms.
   F. Firewall. A firewall is analogous to a border crossing going to your computer network. Everyone who wants to access to the network must stop, show an ID and answer a query before being permitted to cross the border.
I. For smaller networked systems, hardware routers typically provide firewall protection.

II. The most common mistake is to buy a router/firewall, but never resetting the default password on the equipment.

III. A firewall helps protect your computer from hackers who might try to gain access to crash your network, delete or add information to your network or even steal passwords or other sensitive information.

IV. Software firewalls are widely recommended for single computers. The software is prepackaged on some operating systems or can be purchased for individual computers. If your computer is using Microsoft XP, you have a firewall program installed on your computer but you have to turn it on.

G. Warning: A firewall and antivirus software installed on your computer, but these only protect you from attacks on the Internet -- not if your computer is stolen or lost.

17. Common sense tips to protect your investment in computer equipment.

A. Do not overlook physical security of your computer equipment, especially if you work in a small or home-based business.

B. When you make your data backups, make sure they are stored in a safe, secure location to ensure that they are generally useful.
   I. It does no good to secure your PC and leave the backups where anyone might find them.
   II. Store your backups off-site rather than at your office with your PC and server because if disaster strikes (i.e. fire, flood or theft) your backups are destroyed along with your equipment.

C. Regularly backing up your electronically stored data is a no-brainer. Using a CD, DVD, network drive, tapes, or an external memory device will mitigate any problems created when your data is corrupted or destroyed.

D. If possible, turn your workstation or laptop off when it is not being used. At a minimum, secure it from unwanted use by logging off your network and putting the system into password-secured standby mode.

E. Don’t eat or drink around your computer.

F. Keep your computer in a safe area, away from feet, liquids and bumps.

G. Make sure the cords and wires are situated so they will not be inadvertently disconnected or pull down your computer when someone trips over them.

H. Protect your equipment from a power surge; a sudden surge or increase in voltage can cause chaos with electronic data and computer components.
   I. A surge protector may help protect against electrical damage, but it does not help against a direct lightning strike.
   II. Powering down and unplugging the system is the sure way to protect against lightning strikes.
   III. Plug the surge protector in the wall and then plug your computer plugs into the strip.
   IV. Make sure that the items that cost the most are the ones that are in the strip.
   V. A UPS can protect your system from damaging power surges by allowing your system to remain running after a power outage. A built-in battery inside the UPS unit allows it to accomplish this. This enables users to save their files and shutdown the software properly.

I. Carelessly downloading e-mail attachments can circumvent even the most vigilant anti-virus software. Never open an e-mail attachment from someone you don’t know, and be wary of forwarded attachments from people you do know.

J. Shut down your computer when it’s not in use - especially if you have a cable Internet connection.

K. A computer that is "always on" renders it more susceptible to attack. Beyond firewall protection, which is designed to fend off unwanted attacks, turning the computer off effectively severes an attacker's
connection—be it spyware or a botnet that employs your computer’s resources to reach out to other unwitting users.

18. Starting a blog or a website in a time and cost efficient manner to promote your law practice.

A. What is the intended purpose of your blog or webpage?
   I. Marketing your law practice?
   II. Learning more about your practice area?
   III. Connecting with others?

B. Chose a name for your blog or a domain name for your website.
   I. Is the domain name available to you?

C. Blogs require passion and knowledge of your subject matter.
   I. Suggest one main theme and lots of subthemes.

D. Blogs can be set up for free within minutes or you can buy a domain name and sign up for web hosting and spend money on customization, advertising and other miscellaneous expenses.
   I. Outside services to develop a website for your law practice.
      a. FindLaw. Expect to pay $1,000 and up per month.
      b. Local web developers. Expect to pay $5,000 to $10,000 for a website.
      c. Various former lawyers with experience in setting up and running blogs.
   II. Do you want to use a free hosting service for your blog?
      b. A free blogging service is best if downloading the blogging software and installing the software on an Internet hosting server seems too overly technical to you.
         i. No downloads, no installation and no server configurations are required.
      c. Hosted blogging is a great solution for people who are looking for a free or inexpensive blogging solution and don’t want to hassle with many of the technical details of blogging.
      d. Hosted sites are generally extremely user-friendly and fairly intuitive.
      e. Hosted sites usually offer WYSIWIG editors.
         i. WYSIWYG stands for “What You See Is What You Get.”
      f. Most platforms offer a way to type your blog post and see how it will appear when it’s published. They also offer a tab that allows you to see the HTML of your post if you need to see the code.
      g. Many plug-ins are available for the WordPress.org platform.
      h. If you use free hosting service, your web address will be something like: www.jeffreymsanders.wordpress.com or www.kyenvironmentallaw.blogspot.com.
         i. The biggest disadvantage in a free service is limited flexibility and control.

III. Hosted Blogs.
   a. With a self-hosted blog you will typically purchase a domain name, purchase a web hosting package, and setup the blogging software. You must take care of website.
   b. You will need to buy a domain and a web hosting package to host your domain. You can get started for under $100, including the domain and your first year of web hosting service.
      i. www.Godaddy.com
      ii. www.Lunarpages.com
   c. Web hosting company should offer free blogging software.
      i. www.Wordpress.org is free blog software that is easy to use and has lots of free features.
d. If you choose to host your site, you control everything on your blog.

IV. Decide on a “theme” for your blog meaning the colors, number of columns, and the overall look and feel of your blog. Include pictures and contact information.

E. Decide on what you want to write about on the Internet.
   I. Suggest a blog on your primary practice area.
      a. Warning: a blog takes a lot of time, effort and discipline to do.
         i. If people like what you write, they will come back.
         ii. If there’s nothing new to read, they will eventually lose interest.
         iii. There is a direct relationship between the more regularly you post something and the number of readers.
   II. No guarantee of generating new clients from blog.
   III. No control over who will become the readers of your blog.
      a. You may begin to receive telephone calls from all over U.S.
      b. Email addresses listed on a Blog may be a source of large amounts of spam mail for those email accounts.
      c. Blog must have spam blocking software.
   F. Warning: SCR 3.130(7.05)(2), requires a $50 fee and three copies of an advertisement be sent to the Kentucky Bar Association’s Attorney Advertising Commission for your web site and blogs.