

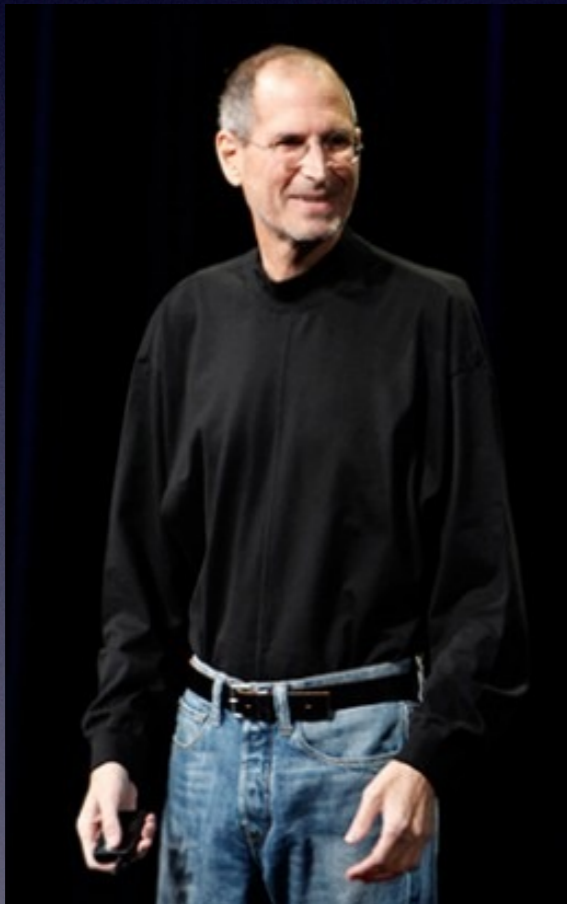
# How to Prosper in the *Current* Legal Revolution

**Bob Christensen**

*ceo*

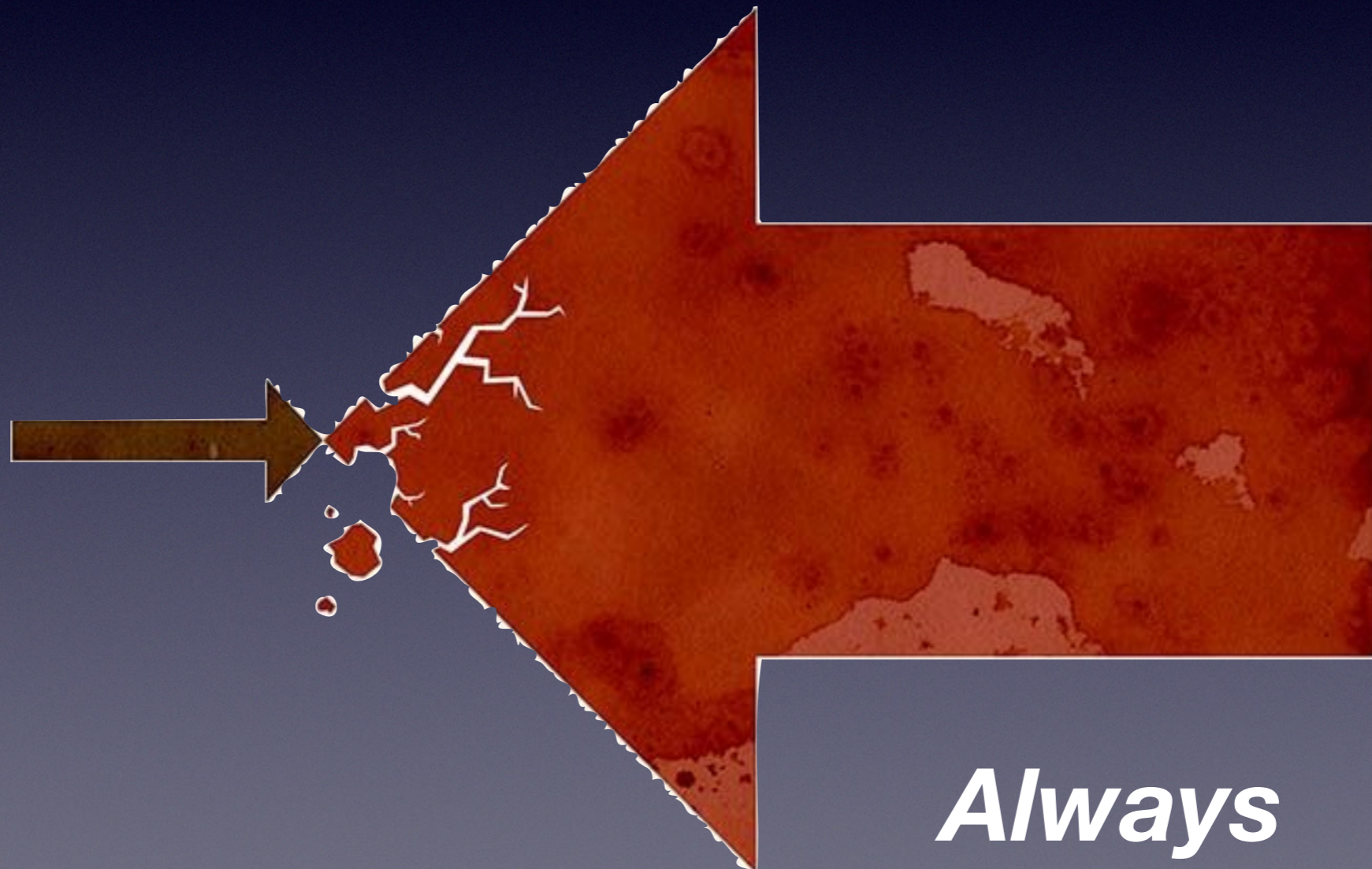
**TheFormTool, LLC**

What **time** will the **letter** arrive from the **bank**?



Hundreds of billions of dollars, scores of thousands of companies, millions of jobs

# The consumer always wins



Up to 40% of consumers have left

More (intense) competition

Technology allows substitution

# evolution



evolution



## Top 10 innovations in legal practice



### 3. Computerized word processing

The start of the law firm computer revolution in law began in the early 1970s when Wang introduced word processing computers, which became the center of law firms' word processing departments.

Because a lawyer's work is done in words, desktop word processing revolutionized legal work practices. The days of dictating letters, using dictation devices, or relying on clerks or typing pools have given way to an individual working alone at a computer. Programs such as WordPerfect (from 1980) gave way to Microsoft Word (introduced in 1983). And now Google Docs (available in 2007) with collaborative online editing tools is edging into the lawyer's toolkit.

# Errors

**“It is clear that whatever can be done to simplify a task and remove complication from it will deliver sure reductions in human failure rates.”**

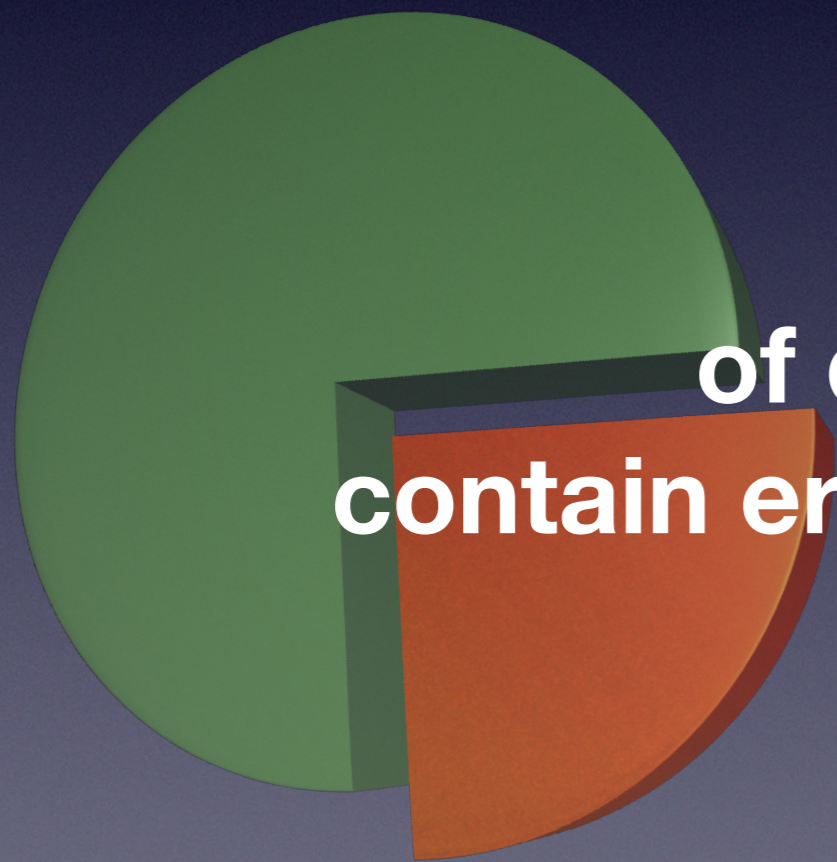
*Journey to Quality: Minimize Variability*

Mike Sondalini

2014



**We see material error rates ranging between 10% and 60% in manually prepared legal documents.**



**According to NIH, 24% of doctor-prepared patient records contain errors affecting patient treatment.**

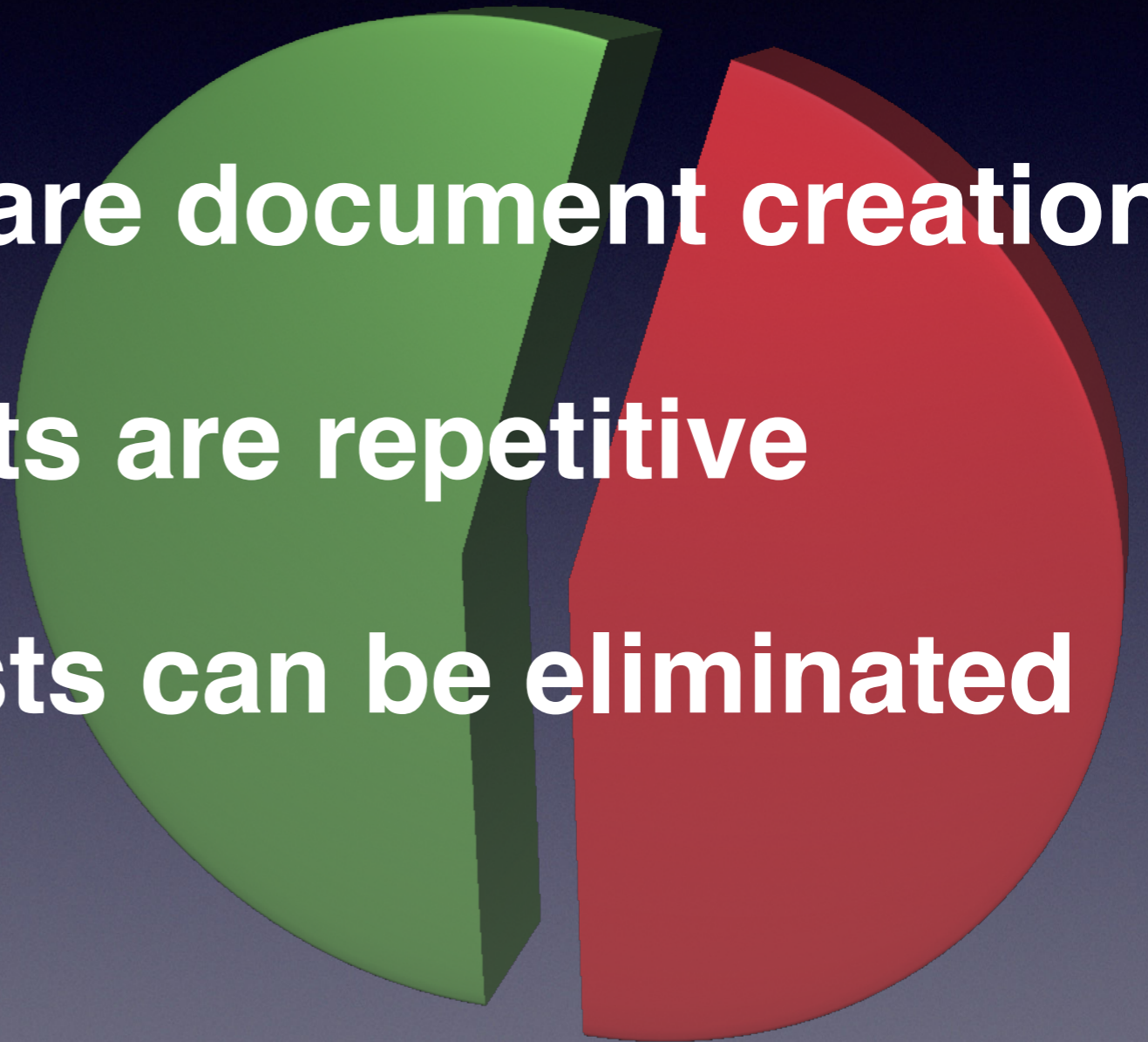
*Journal of General Internal Medicine*  
National Institutes of Health  
January 2009

# Easy pickings

**45%** of *all* costs are document creation

**56%** of documents are repetitive

**71%** of those costs can be eliminated



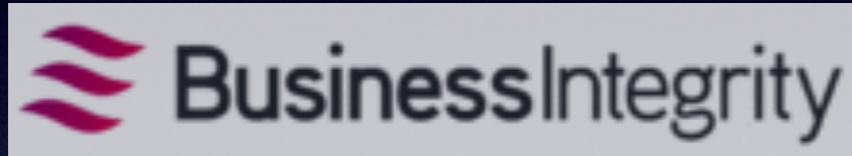
# Results to be expected

All-in cost advantage = 22%

Errors reduced = 100%

Client satisfaction = improved

Stress reduction = *priceless*



# Questions

<b>Doxserá</b> (c) 2014 Snapdone, Inc.	
Question	Answer
Name of signer?	John Doe
Name of spouse? <small>Leave blank if unmarried</small>	Mary Doe [she]
Location of signer's residence? <small>Select a State or type a location outside the U.S.</small>	Alabama
Name of signer's employer?	Acme, Inc.

**List adult and minor children residing with signer:**

Name	Date of Birth <small>format: 4/67/2007</small>
Ann Doe [she]	4/17/1992
Joe Doe [he]	5/26/2001
Fay Doe [she]	6/14/2002
[??] [??]	[??]

My name is \_\_\_\_\_. I reside in \_\_\_\_\_, and I am employed by \_\_\_\_\_. My spouse's name is \_\_\_\_\_. My spouse is also a \_\_\_\_\_ resident, and my spouse's application is attached hereto. I have the following children:

<u>Name</u>	<u>Date of Birth</u>
_____	_____
_____	_____
_____	_____
_____	_____

# Fields

# Questions

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Fay Doe [she]	6/14/2002
[??] [??]	[??]

## BASIC

My name is \_\_\_\_\_. I reside in \_\_\_\_\_, and I am employed by \_\_\_\_\_. My spouse's name is \_\_\_\_\_. My spouse is also a \_\_\_\_\_ resident, and my spouse's application is attached hereto. I have the following children:

<u>Name</u>	<u>Date of Birth</u>
_____	_____
_____	_____
_____	_____
_____	_____

## MEDIUM

I am {not }married.

I live {in}{outside} the United States.

I have \_\_\_\_\_ children. {They are {all adults}{all minors}{both minors and adults}.}

# Fields

# Questions

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Question	Answer
Name of signer?	John Doe
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[??] [??]	[??]

## BASIC

My name is \_\_\_\_\_. I reside in \_\_\_\_\_, and I am employed by \_\_\_\_\_. My spouse's name is \_\_\_\_\_. My spouse is also a \_\_\_\_\_ resident, and my spouse's application is attached hereto. I have the following children:

<u>Name</u>	<u>Date of Birth</u>
_____	_____
_____	_____
_____	_____
_____	_____

## MEDIUM

I am {not }married.

I live {in}{outside} the United States.

I have \_\_\_\_\_ children. {They are {all adults}{all minors}{both minors and adults}.}

## ADVANCED

My name is \_\_\_\_\_. {I reside in \_\_\_\_\_}{I am a U.S. citizen currently residing in \_\_\_\_\_}, and I am employed by \_\_\_\_\_. {I am not married. }{My \_\_\_\_\_'s name is \_\_\_\_\_}. \_\_\_\_\_ is also \_\_\_\_\_ resident, and \_\_\_\_\_ application is attached hereto.}

I have \_\_\_\_\_ { who share \_\_\_\_\_ my residence: { my {adult } \_\_\_\_\_, \_\_\_\_\_ { a minor (age \_\_\_\_\_, born \_\_\_\_\_)}; my {adult } \_\_\_\_\_, \_\_\_\_\_ { a minor (age \_\_\_\_\_, born \_\_\_\_\_)}; and my {adult } \_\_\_\_\_, \_\_\_\_\_ { a minor (age \_\_\_\_\_, born \_\_\_\_\_)} }}, all of whom are {minors}{adults}: {my \_\_\_\_\_, \_\_\_\_\_ { (age \_\_\_\_\_, born \_\_\_\_\_)}; my \_\_\_\_\_, \_\_\_\_\_ { (age \_\_\_\_\_, born \_\_\_\_\_)}; and my \_\_\_\_\_, \_\_\_\_\_ { (age \_\_\_\_\_, born \_\_\_\_\_)} } }.

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Fay Doe [she]	6/14/2002
[??] [??]	[??]

# Fields

# Questions



# CNS

# Some Brains

# Real IQ

## BASIC

My name is John Doe. I reside in Alabama, and I am employed by Acme, Inc.. My spouse's name is Mary Doe. My spouse is also a Alabama resident, and my spouse's application is attached hereto. I have the following children:

<u>Name</u>	<u>Date of Birth</u>
Ann Doe	4/17/1992
Joe Doe	5/26/2001
Fay Doe	6/14/2002

## MEDIUM

I am married.

I live in the United States.

I have three children. They are both minors and adults.

## ADVANCED

My name is John Doe. I reside in the State of Alabama, and I am employed by Acme, Inc. My wife's name is Mary Doe. She is also an Alabama resident, and her application is attached hereto.

I have three children who share my residence: my adult daughter, Ann Doe; my son, Joe Doe, a minor (age 13, born May 26, 2001); and my daughter, Fay Doe, a minor (age 12, born June 14, 2002).

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Question	Answer
Name of signer?	John Doe
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## BASIC

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## MEDIUM

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I have three children who share my residence: my adult daughter, Ann Doe; my son, Joe Doe, a minor (age 13, born May 26, 2001); and my daughter, Fay Doe, a minor (age 12, born June 14, 2002).

# Can You Tell?

# The document does the *slogging*

Eliminate double dot

Describe whether U.S. resident

Describe location

Gender words

A/an

Count number of children

Convert numerals to words

Convert date formats

List children narratively

Calculate ages

Determine adult/minor status

Determine mix of adult/minor

Singular/plural words

Verb forms

# The Top Secret *Fourth* Level of Document IQ

Currently in use by 62% of all attorneys

# The Top Secret *Fourth* Level of Document IQ

Currently in use by 62% of all attorneys



# How to Prosper in the *Current* Legal Revolution

*Lead, don't follow*

# How to Prosper in the *Current* Legal Revolution

*Develop a niche/brand*

*Emphasize elegance*

*Use consumer-oriented pricing*

# How to Prosper in the *Current* Legal Revolution

*Lead, don't follow*

*Act!*

Bob Christensen

*ceo*

TheFormTool, LLC