

## TechnoLawyer eBook Downloaded 5,000 Times in First 36 Hours of Release

*History Made on Legal Web As 60 Publishers Join Forces to Distribute BlawgWorld 2007 with TechnoLawyer Problem/Solution Guide on the Same Day*

New York, NY (August 1, 2007) — Shortly after midnight on July 30, 2007 it started. Fittingly, Blawg Review, an anonymous legal blog (blawg) that hosts a weekly best of the legal blogosphere, made the new TechnoLawyer eBook, *BlawgWorld 2007 with TechnoLawyer Problem/Solution Guide*, available to its readers as a free download. And then the avalanche began. Blawg after blawg also began offering the eBook.

Meanwhile, at 1:43 p.m., *TechnoLawyer*, the publisher of this eBook, sent the download link to its 13,700 subscribers (see photo below) via email and also made it available on its own blawg.

**In all, 60 blawgs and one email newsletter network offered the eBook to their respective readers. Never before on the legal Web have so many publishers acted in concert. The result of this historic event — 5,000 downloads of the eBook in the first 36 hours.**

“Not only did the 59 bloggers who participated in the launch make the eBook available to their readers, but they each put their personal stamp on the event with their trademark insightful commentary,” said Neil J. Squillante, publisher of *TechnoLawyer*. “We couldn’t be more pleased. This eBook has a long shelf life, and is clearly off to a great start.”

### The eBook Heard ‘Round the Legal Blogosphere

Two free eBooks in one PDF file, *BlawgWorld 2007* features a remarkable collection of essays from 77 of the most influential blawgs, and the 2007 *TechnoLawyer Problem/Solution Guide* offers a revolutionary new way for law firms to find solutions to frequently-encountered problems (e.g., *How Can I Make Sure I Never Miss a Deadline?* — and 184 others).

A sampling of what the *BlawgWorld* bloggers had to say about the eBook:

*“The eBook is super easy to navigate as its creators boast readers are never more than three clicks from what they seek. It’s a well-designed approach to eBooks and if you are thinking of developing one, this is a model you’ll want to check out.”*

**Michelle Golden, *BlawgWorld 2007 eBook Just Released!*, *Golden Practices*, July 30, 2007 <[goldenmarketing.typepad.com](http://goldenmarketing.typepad.com)>.**

*“Dis-intermediation has pros and cons. Information is plentiful but finding and evaluating sources is hard. I still read newspapers and magazines because I value the intermediation.... The number of legal blogs — blawgs — is astounding. But how do you select which to read? Directories ... provide extensive listings but limited editorial guidance. *BlawgWorld 2007* ... is an example of re-intermediation.... editorial guidance in navigating the blawgosphere.”*

**Ron Friedman, *BlawgWorld 2007: An Example of Re-Intermediation*, *Strategic Legal Technology*, July 30, 2007 <[prismlegal.com/wordpress](http://prismlegal.com/wordpress)>.**

*"I am humbled to be a part of this landmark publication .... I am just a fraction of the way through the 77 essays, but they are extremely insightful .... What may be even more helpful to many readers is the companion 2007 TechnoLawyer Problem/Solution Guide that accompanies the download. This guide is in a unique question and answer format that provides guidance and a link to vendors and consultants who can help solve the techno-issues that impact most law firms in the US and Canada."*

**Reid Trautz, BlawgWorld 2007 eBook is eAwesome , Reid My Blog, July 30, 2007**  
<[reidtrautz.typepad.com](http://reidtrautz.typepad.com)>.

*"For those seeking adventure and the classic battles of good versus evil, read "What to Do About Racist Blogs?" If you're looking for a quick spirituality fix, read "Fueling Lawyer Happiness." BlawgWorld 2007 even has little informative insights on life in the legal world .... Good reads include essays titled "Peak or Valley? Performing a Realist and Meaningful Self-Evaluation" and "15 Rules for Clients and 17 Lawyer Tips."*

**McGlinchey Stafford, BlawgWorld 2007: Harry Potter & the Legal Blawgs, CAFA Law Blog, July 30, 2007**<[www.cafalawblog.com](http://www.cafalawblog.com)>.

*"The eBook includes a list of problems that law firms often face .... These questions link to substantive presentations by advertisers, which give good information about their products or services without hyping them. For instance, "Where Can I Find a Certified Trainer for Web-Based Hands On Software Training Specifically Designed for Law Firm Personnel?" ... It's a nice way to get an introduction to solutions without having to face a sales representative until you're ready to learn more."*

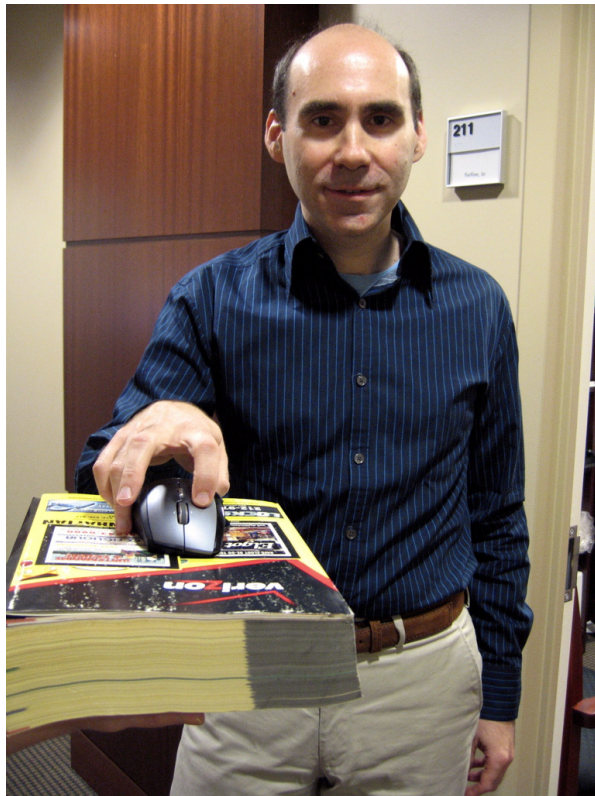
**Julie Fleming Brown, Introducing BlawgWorld 2007: Get Your Free Copy Today!, Life at the Bar, July 30, 2007** <[lifeatthebar.wordpress.com](http://lifeatthebar.wordpress.com)>.

The other blawgs that participated in the eBook launch consist of: 1234Tips, Above the Law, Adam Smith, Esq., Alextronic Discovery, Amazing Firms Amazing Practices, Between Lawyers, BizBlawg, Blawg Review, Calgary Criminal Lawyers' Weekly, Canadian Privacy Law Blog, Cyberlaw Central, DennisKennedy.blog, de novo, Dorf on Law, Drug Injury Watch, eLegal Canton, Evan Schaeffer's Legal Underground, Freedom to Differ, FutureLawyer, George's Employment Blawg, Home Office Lawyer, Human Law, I Heart Tech, In Search of Perfect Client Service, Insurance Scrawl, JD Bliss, Jeremy Blachman's Weblog, Jim Calloway's Law Practice Tips Blog, Justia Legal SEO & Marketing Blog, LawPundit, Leadership for Lawyers, Legal Business Development, Legal Ease Blog, Legal Extranet Blog, Legal Marketing Blog, Legal Sanity, MauledAgain, Michael Geist, morepartnerincome, Overlawyered, Passion, People and Principles, Patent Baristas, PHOSITA, Ross Ipsa Loquitur, Settle It Now Negotiation Blog, Slaw, Technology & Marketing Law Blog, The Illinois Trial Practice Weblog, the [non]billable hour, The Practice, The UCL Practitioner, What About Clients?, Wired GC, amd Wisblawg.

For more information about and a free copy of *BlawgWorld 2007 with TechnoLawyer Problem/Solution Guide* visit [www.blawgworld.com](http://www.blawgworld.com).

## About TechnoLawyer

TechnoLawyer operates a critically acclaimed network of free email newsletters for lawyers and administrators who manage law firms and legal departments. It also publishes *BlawgWorld with TechnoLawyer Problem/Solution Guide*, a wildly popular annual eBook distributed free of charge on dozens of blogs and Web sites. [www.technolawyer.com](http://www.technolawyer.com)



TechnoLawyer publisher Neil J. Squillante officially publishes *BlawgWorld 2007 with TechnoLawyer Problem/Solution Guide* at 1:43 p.m. EDT July 30, 2007 using a wireless mouse on top of a yellow pages directory (the 2007 *TechnoLawyer Problem/Solution Guide* offers a new twist on directories).



## Contacts:

Carolyn Depko  
Director of Media Relations  
Edge Legal Marketing  
cdepko at edgelegalmarketing dot com  
(732) 533-5491

Neil J. Squillante  
Publisher  
TechnoLawyer  
825 Third Avenue  
Second Floor  
New York, NY 10022  
tlebook at peerviews dot com  
(646) 530-8501