

Establishing Your Work Reputation

Through Clear and Concise Writing

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In this session, you'll learn how to...

- **Uncover your personal brand and develop your brand story**
- **Connect your personal brand and what makes you interesting to the work you do**
- **Focus and streamline your message**
- **Seek opportunities to practice these skills**

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RELAX

**You build your reputation every day.
Every day is a new opportunity.**

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START FRESH

**Set aside what you thought you knew
about reputation and preparation.**

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Your Presenter for Today's Webinar



Ivy B. Grey, JD, LLM

- **Vice President of Strategy for WordRake**
- **Practiced bankruptcy law for 10 years**
- **Legal tech entrepreneur and blogger**
- **Fastcase 50 Honoree, 2018**
- **Women of Legal Tech, ABA LTRC, 2018**
- **Influential Women in Legal Tech, ILTA , 2020**

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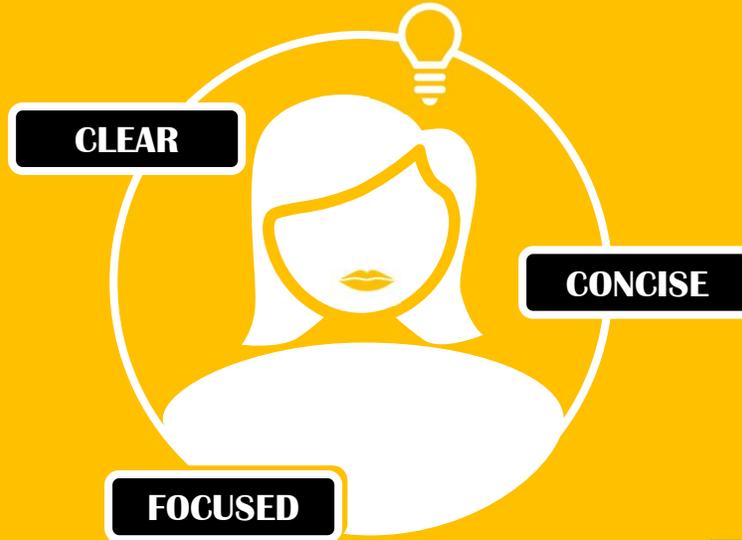
Setting the Theme

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Establishing Your Work Reputation Through Clear and Concise Writing

By WordRake

3 Main Concepts



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NOT THIS:



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The Basis of Your Reputation

- 1. Are you trustworthy and reliable?**
- 2. Can you do the work?**
- 3. Can you bring in business?**

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3 Main Concepts

CLEAR

CONCISE

FOCUSED

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Are you trustworthy and reliable?

- **Speak decisively and confidently**
- **Get to the point quickly**
- **Meet deadlines with finished work product**

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Can you do the work?

- **Show you can learn & retain info**
- **Know where you can add value**
- **Identify what's important**
- **Understand the deliverable**

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Can you bring in business?

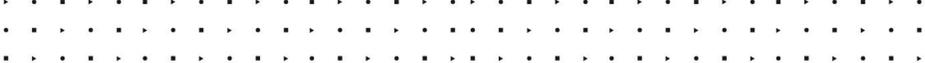
- **What makes you memorable or interesting?**
- **Can you connect with business people?**
- **Share what makes you memorable in a way that invites people in**

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The Basis of Your Reputation

- 1. Are you trustworthy and reliable?**
- 2. Can you do the work?**
- 3. Can you bring in business?**

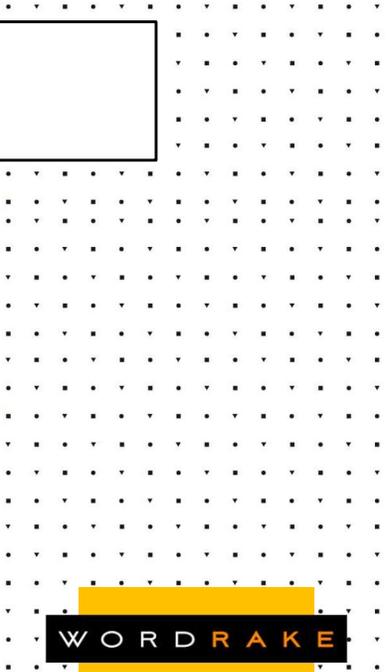
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Establishing Your Work Reputation



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3 Main Opportunities

- 1. Email Communication**
- 2. Legal Research**
- 3. Social Media Engagement**



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Email Communication

- **Primary method of interaction**
- **Record of your work & timeliness**
- **Shows what you think is important**
- **Must be clear, concise & organized**

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Start with a Strong Subject Line

- **Treat it like a newspaper headline**
- **Subject is your headline and summary**
- **Summarize the content and set expectations**
- **Include next major deadline, if any**

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Make Your Point in 800 Characters

- **Main point first – details follow**
- **Give context to tell reader what this email is about and why you are writing**
- **Give direct answers to questions asked**
- **Include a summary of the most important points, such as key holdings, deadlines, or next steps**

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Email Memos & Screen Reading Examples

- **Make your point “above the fold” – 800 characters or less**
- **Viewed on an iPhone 11, the reader sees 40-45% of the first page of a memo, and about 10% of the total document**
- **Viewed in Outlook on a laptop, the reader can see 77% of the first page**

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By WordRake

Outlook: Email on iPhone 11
 124 Words
 800 Characters
 15 Lines

1st Page of Printed Document
 311 Words
 1980 Characters
 29 Lines

Gmail: Email on iPhone 11
 143 Words
 898 Characters
 17 Lines

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Outlook: Preview on Laptop
 189 Words
 1222 Characters
 20 Lines

Outlook: Email "Popped Out" on Laptop (Default Settings)
 240 Words
 1740 Characters
 26 Lines

1st Page of Printed Document
 311 Words
 1980 Characters
 29 Lines

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The image displays three screenshots comparing word and character counts in different views:

- MS Word: Default 100% View, Maximized Screen:** Shows 244 Words, 1584 Characters, and 24 Lines.
- MS Word: Full Width View, Maximized Screen:** Shows 176 Words, 1131 Characters, and 19 Lines.
- 1st Page of Printed Document:** Shows 311 Words, 1980 Characters, and 29 Lines.

The printed document is titled "BIG IMPORTANT LAW FIRM LLP MEMORANDUM" and includes a header with "To: John Smith", "From: Jane Eyre and Ellis Reilly", "Date: March 1, 2019", and "Subject: Montague v. Capelin - File No. 73336-9".

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Electronic Presentation of Legal Memos Comparison Table

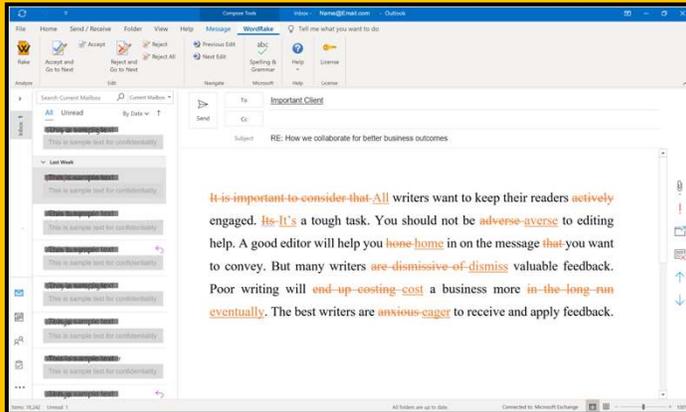
Viewing Medium	Words Shown	Characters Shown	Lines Shown	Characters (%) Shown Compared to Printed Page	Characters (%) Shown Compared to Total Doc	Characters (%) Shown Compared to Raked Doc
Gmail Message on iPhone 11	124	800	15	40%	10%	12%
Outlook Message on iPhone 11	143	898	17	45%	11%	13%
Gmail Message on 15" Laptop	334	2137	33	108%	26%	31%
Outlook Message on 15" Laptop	189	1222	20	77%	15%	18%
MS Word Document on 15" Monitor	244	1584	24	80%	19%	23%
Single Printed Page	311	1980	29	100%	25%	
Full Document	1266	8291	108			
Raked Document	1053	6871	98			

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Edit Your Emails with WordRake



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Save Space by Raking Twice!

- **Anonymized 3-page sample memo by real 3rd year associate in BigLaw**
- **31 space-saving suggestions**
- **200+ words cut**
- **Shortened sentences; tightened document**
- **Increased viewable “real estate” by 3%**

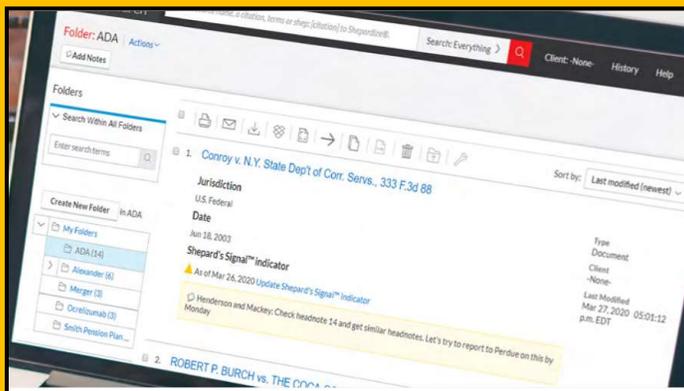
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Legal Research

- **Research once – remember for months.**
- **One-sentence summary at top of page**
- **Summarize in margins as you go**
- **Keep a research folder – try Evernote**
- **Practice saying your concise summary**

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Organize Your Research with Work Folders



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Formula for Presenting Research

- You asked me to find _____
- ___ cases were on point
- The most important one is _____ because _____
- This is a case about _____
- In this case, the court held _____
- These 3 facts are similar: _____, _____, _____

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Putting It All Together

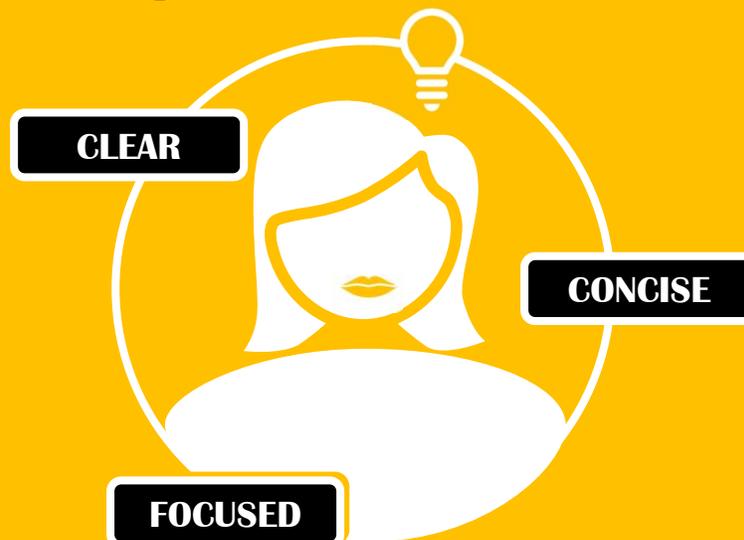
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Putting It All Together

- **Your brand must be memorable and relevant to who you are at work**
- **Your work must be confident and laser-focused**
- **Nothing says confidence like clear, concise language – true for writing and speaking**

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3 Main Concepts



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Tech Resources

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Get to Know Your New Editor

High Value Improvement with WordRake

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Beyond Grammar
Streamlines sentences
and clarifies meaning.



Instant Results
As quick and easy as
standard spellcheck.



Save Time and Money
Reduces editing rounds
and improves outcomes.

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Get to Know Your New Editor

High Value Improvement with WordRake

How WordRake Improves Your Writing

- Trims extra words and clumsy lead-ins
- Uncovers active verbs buried in wordy phrases
- Converts jargon to plain language and simplifies wording
- Checks spelling and grammar like Microsoft Word

Example WordRake Editing Suggestion

~~It is important to Consider~~ every step...
...was ~~very~~ unique.

~~...has the requirement that we requires that we...~~
~~...is reflective of reflects...~~

~~Pursuant to Under~~ legislation...
~~...states as follows states...~~

...the ~~porpoise~~ of this document...

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Get to Know Your New Editor

High Value Improvement with WordRake

1

We stand in agreement that this section has pertinence to any contract.

To start, click the  button.

2

We ~~stand in agreement that agree~~ this section ~~has pertinence pertains~~ to any contract.

Watch WordRake ripple through your document, striking or replacing excess verbiage.

3

We agree this section pertains to any contract.

Accept or reject suggestions individually.

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Thank You

Please feel free to contact me with questions:

ivyg@wordrake.com

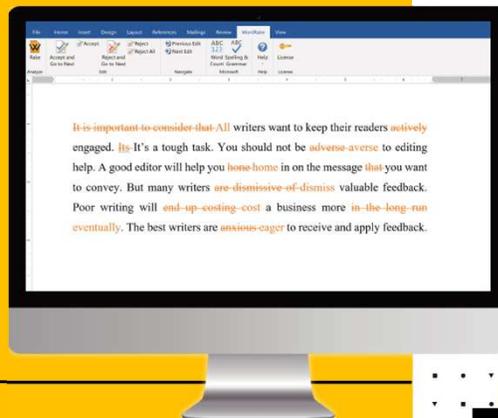
WordRake.com

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Thank you for watching our webinar.

**Write better, faster
documents and emails
with WordRake.**

sales@wordrake.com
wordrake.com/trial



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Watch the Webinar

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Watch the full-length webinar at

**[www.wordrake.com/
say-it-clearly-webinar](http://www.wordrake.com/say-it-clearly-webinar)**

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Reading Resources

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Read the articles at

www.wordrake.com/blog/how-email-defines-your-writing-reputation

www.wordrake.com/blog/edit-your-legal-memos-for-screen-reading

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Read the articles at

www.wordrake.com/blog/how-to-build-your-personal-brand-through-the-work-youre-already-doing-daily

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Download the eBook at

www.wordrake.com/art-of-email

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Tech Resources

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The Effectiveness Project

<https://lrc4.org/effectiveness-project/>

Microsoft Office Unlocked Tech Training Video Series with Affinity Consulting

<https://www.wordrake.com/tech-tips>

The Lawyer's Guide to MS Word Resources

<https://legal.intelligentediting.com/blog/how-to-translate-from-legal-language-to-microsoft-terminology/>

Technology Competence White Paper

https://www.wordrake.com/tech_competence

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Improve Today

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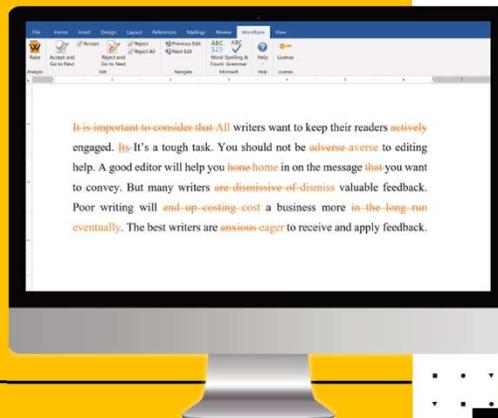
Bring effective, efficient writing to your legal work

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