

Contents

preface.....	VII
about the author	XVII
dedication	XXI
legal notices and disclaimer	XXIII
foreword	XXV
recap: <i>the naked lawyer</i>	XXVII
introduction: XXX rated – tomorrow’s lawyer.....	XXXIII
the law is an arse	XXXIII
the naked Rambler	XXXIII
the future?	XXXV
portfolio handbag – skills and careers.....	XXXVI
XXX – sexily serendipitous, salubriously serene, socially savvy	XXXVI
after dark activity	XXXVII
Chapter 1: new and sexy law land.....	1
begin with the future in mind	1
the kind of world we live in.....	1
high price for law and justice	2
the kind of law law land we live in... ..	3
1 in 3 law firms face financial meltdown	5
new sexy models and players	6
new sexy markets	7
after dark activity	9
Chapter 2: trends, tips, and robot hits	11
time to get naked	11
social media, social networking trends, and statistics	12
social tips for 2015	17
marketing is dead	18

intimacy, service, branding, and reputation matter most	19
marketing trends for 2015	21
robot hits in 2015	22
no more B2B or B2C: there is only H2H, then H2R	24
sounding human.....	24
after dark activity	26
Chapter 3: our robotic life, 2015 to 2045	29
certainties in uncertain times	29
the age of unlaywering	32
the singularity	32
2030: rise of the iCyborg lawyer	35
2045: when ilawyers transcend biology	37
my dear Watson: the legal game changer.....	37
utopia or road to hell?	40
the robot has left the house of law	41
after dark activity	43
Chapter 4: tomorrow's naked lawyer.....	45
life without risk is like no life at all	45
are you prepared for 2015 to 2045?	50
gamification of legal education.....	50
psycho-lawyernetics.....	53
legal life career-making skills.....	54
rainmaking.....	54
storytelling and creativity.....	59
confidence.....	60
the dreaded follow-up.....	61
law school: but not as you know it	63
the entrepreneurial lawyer.....	65
tomorrow's naked lawyer.....	67
after dark activity	67
Chapter 5: SocialHuman.....	71
2015: social savvy junkie re-invented	71
SocialHuman: a leap of brand	74
'Brand,Me', 'Brand,Product', 'Brand,Firm'	75
smart brand piggy-backing	79
smart pricing of the social brand message	81
smart words that sell	84
smart behaviour that sells	87
social selling	87
2015 to 2020: the next big thing in SOCIAL	88

ROAR case studies	93
Law Plain and Simple.....	100
after dark activity	102
Chapter 6: NewTech, NewHuman, NewLaw.....	105
NewTech.....	105
frazzled brain, fluffy cloud	108
what's missing?	111
NewHuman	115
Robot wife, robot hooker	115
Robot evolution or revolution	117
NewLaw	118
robot lawyer, robot boss, and robot judge?	120
the new law for the Digital, Robotic, and Interstellar Ages	122
after dark activity	128
Chapter 7: the age of magic and miracles	131
it's a miracle.....	133
comfort from uncertainty	133
joy in contrast	134
rising to a challenge	135
era of opportunity	137
magic in the courtroom.....	138
change your world or change the world?	139
after dark activity	142
afterword	145
what's next?	145
get in touch	145
get naked	145
glossary	147
inspiration	149