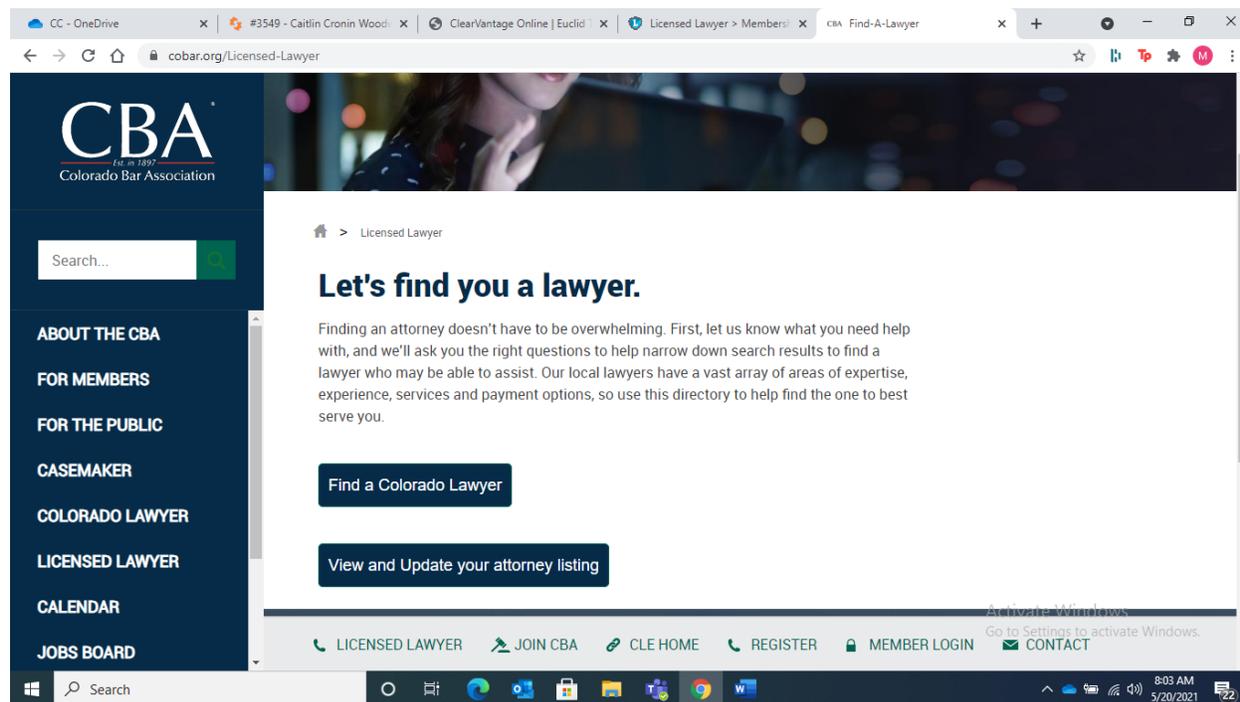


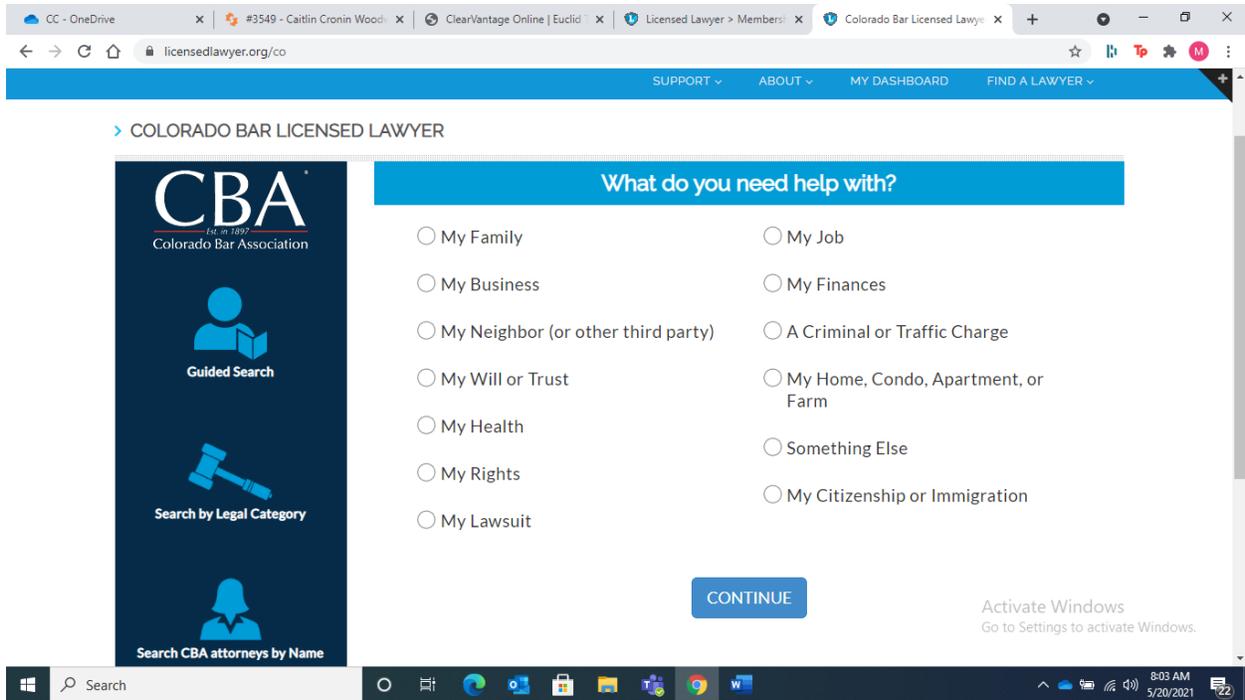
Licensed Lawyer: What is it and why is it important to me?

Licensed Lawyer is the CBA's version of Find a Lawyer, LegalShield, or FindLaw. It allows members of the public to search for an attorney based on the issue they need help with. Think of it as an enhanced, digital version of yellow pages for lawyers. And listings are FREE for members. Below is the main page for Licensed Lawyer.



The CBA receives dozens of calls daily from people seeking help finding an attorney. Licensed Lawyer gives people who contact the CBA an avenue to find attorneys who fit their needs, all as a benefit of CBA membership.

What's unique about Licensed Lawyer versus just searching the yellow pages or Google is that it helps potential clients determine what their issue is and guides them step-by-step to find the kind of lawyer they need. The screenshot below shows user-friendly options to help nonlawyers begin the search for legal help.



As potential clients go through the systematic questions generated by the site, they can refine their search to more easily find a list of attorneys who uniquely match their search criteria.

Why is all of this important?

When members of the public need legal help, they're often overwhelmed and don't know where or how to begin their search for an attorney. Personal referrals have become one of the most important parts of any lawyer's business model. The public will turn to a neighbor, friend, or previous attorney for help. Because of this, many of you (and your staff) have probably spent countless hours on the phone with a potential client only to find out you are not what they need, and you must send them to a colleague, a friend, the bar association, or a self-help clinic. Licensed Lawyer frees up that nonbillable time and helps get clients to the right place.

Why do I care?

With the growing number of attorneys in Colorado and increased specialization, lawyers have found it more difficult to have a large network of contacts for referrals. Many of the lawyers you know and work with only practice in your area of law. And more lawyers are hanging out a shingle and looking for more ways to generate business. **Licensed Lawyer can help!**

How does it work and how can it help grow my business?

Licensed Lawyer gets an average of 500 searchers per day and is growing. Each search equals a potential client for our members. Lawyers who keep their profiles updated with information on who they are, how they practice, their payment structure, and a photo are more likely to turn a contact into a client than those with limited information in their profile. Licensed Lawyer allows potential clients to send you an email, making it more efficient to vet clients.

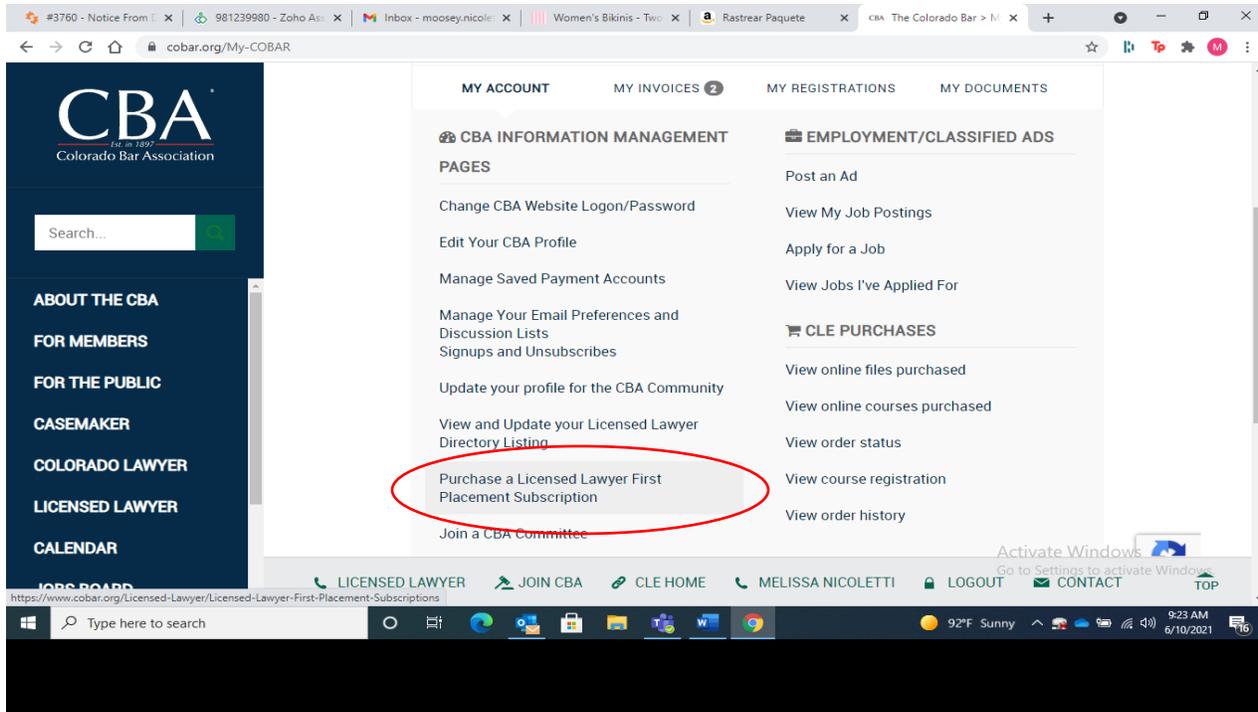
How does the Licensed Lawyer search work?

When a potential client completes the online intake, they will receive a list of lawyers who fit the criteria they entered. Information from your profile determines whether and how you show up in those searches. Results appear in random order, changed daily, and matches so keep your Licensed Lawyer profile updated for the best chance to match with potential clients.

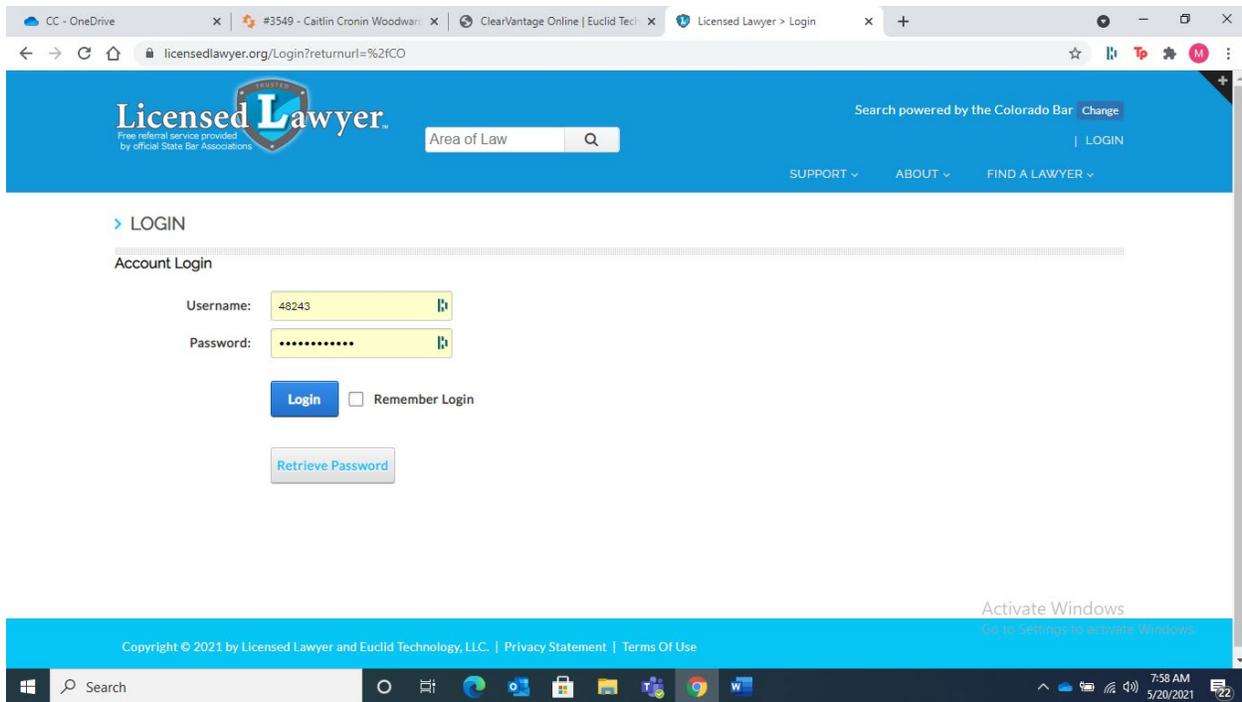
Introducing our newest benefit—First Placement

First Placement is a marketing tool available for purchase through your CBA membership that puts you at the top of Licensed Lawyer search results. Licensed Lawyer is the main place where courts and the bar associations send people when they are looking for an attorney. First Placement results will appear in random order above listings for those who have not subscribed to this benefit. First Placement is limited to the first 50 subscribers in each practice area.

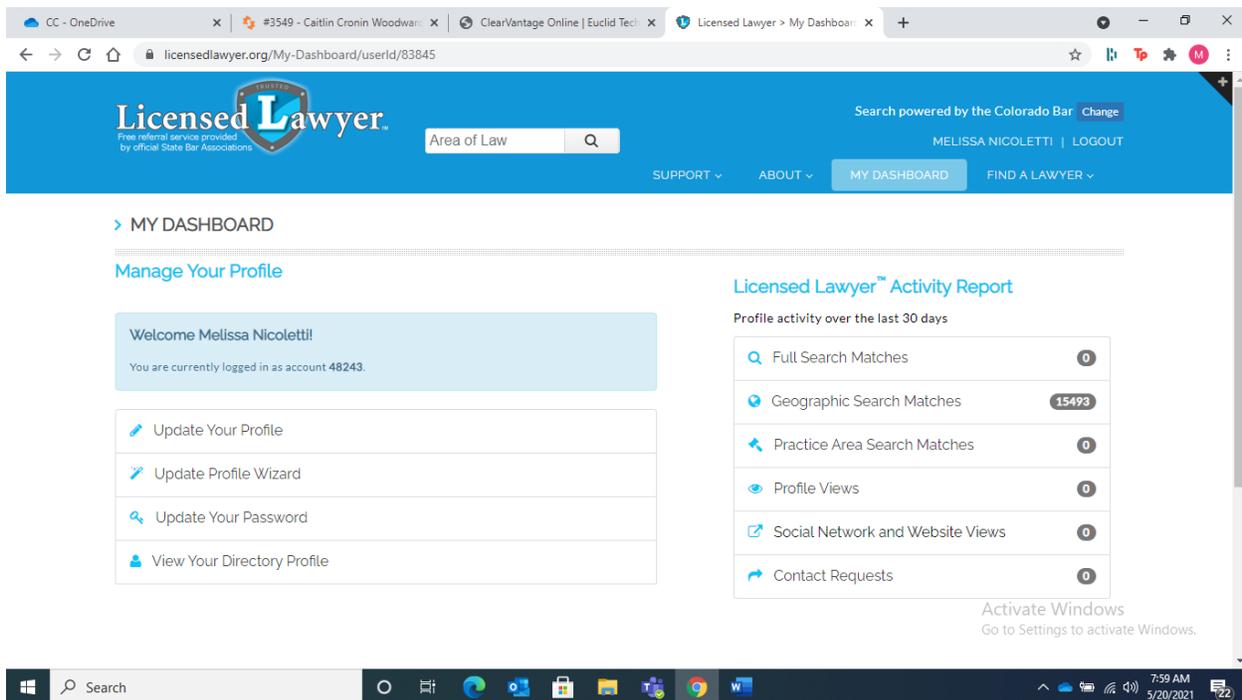
First Placement listings are \$100 per year (for a limited time, and pricing is subject to change). Purchase and receive a second practice area free for six months. To purchase, please log in to the CBA website at www.cobar.org and go to your My COBAR listing at the top of the page. From there, click on the **Purchase Licensed Lawyer First Placement Subscription** link and follow along. For your second practice area, please email Melissa Nicoletti at melissan@cobar.org.



To update your profile, log in to Licensed Lawyer with your CBA member number and password.



If you have trouble logging in, please email Melissa Nicoletti at melissan@cobar.org to reset your password. You will see the screen below after you log in.



Click on **Update Your Profile** to upload a headshot and post your email, website, phone number, and other information you want to share with potential clients.

CC - OneDrive x #3549 - Caitlin Cronin Woodwar x ClearVantage Online | Euclid Tech x Licensed Lawyer > Membership x

licensedlawyer.org/Membership/Profile-Update

Licensed Lawyer
Free referral service provided by official State Bar Associations

Area of Law

Search powered by the Colorado Bar [Change](#)

MELISSA NICOLETTI | [LOGOUT](#)

[SUPPORT](#) [ABOUT](#) [MY DASHBOARD](#) [FIND A LAWYER](#)

> **PROFILE UPDATE**

Licensed Lawyer Profile

Directory Info Practice Areas Counties Served Biographical Info Firm Info Profile / Services Photo

Name and Job Title

Prefix Mrs.

First Name * Melissa

Middle Name

Last Name * Nicoletti

Suffix

Activate Windows
Go to Settings to activate Windows.

Search 7:59 AM 5/20/2021

Be sure to leave this box **unchecked** to appear in Licensed Lawyer search results.

CC - OneDrive x #3549 - Caitlin Cronin Woodwar x ClearVantage Online | Euclid Tech x Licensed Lawyer > Membership x

licensedlawyer.org/Membership/Profile-Update

Middle Name

Last Name * Nicoletti

Suffix

Job Title

Firm Name Colorado & Denver Bar Associations

Bar # CO-12345678910

UNCHECK here to OPT-IN! (Your profile will appear in Guided and Power Search services) [i](#)

Check here if you are accepting new clients.

Directory Contact Information

Address Type Select One...

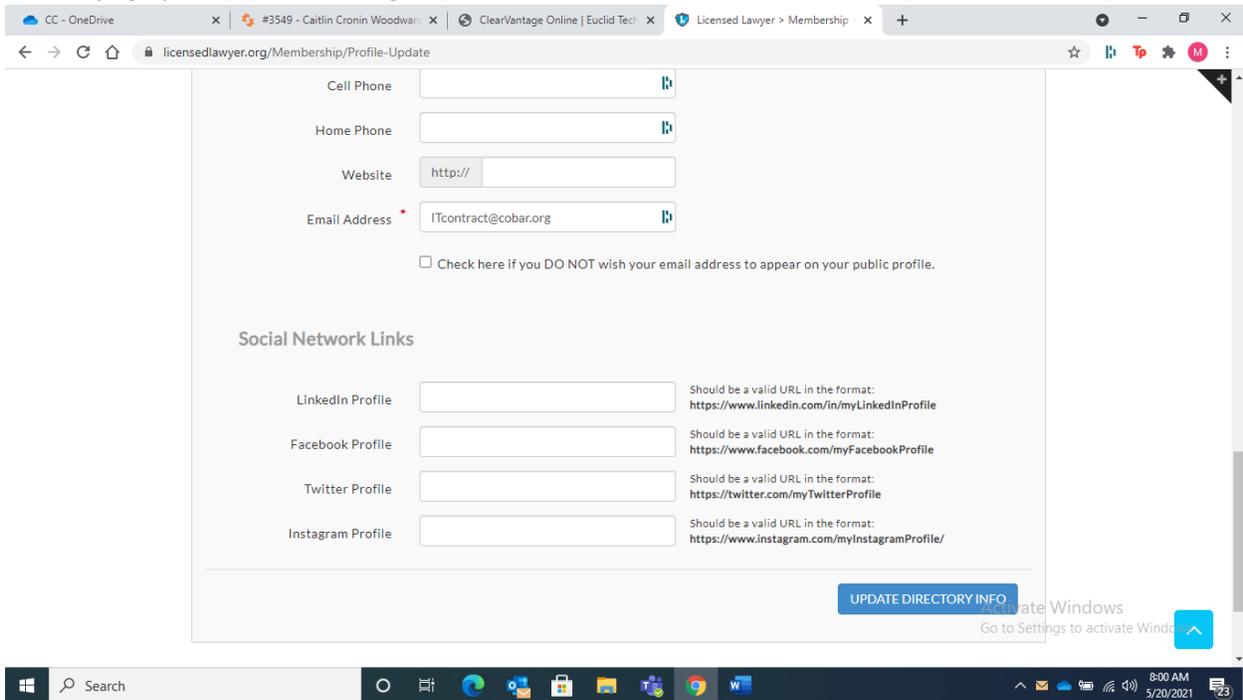
Mailing Address * 188 Pez Vela

Mailing Address Cont.

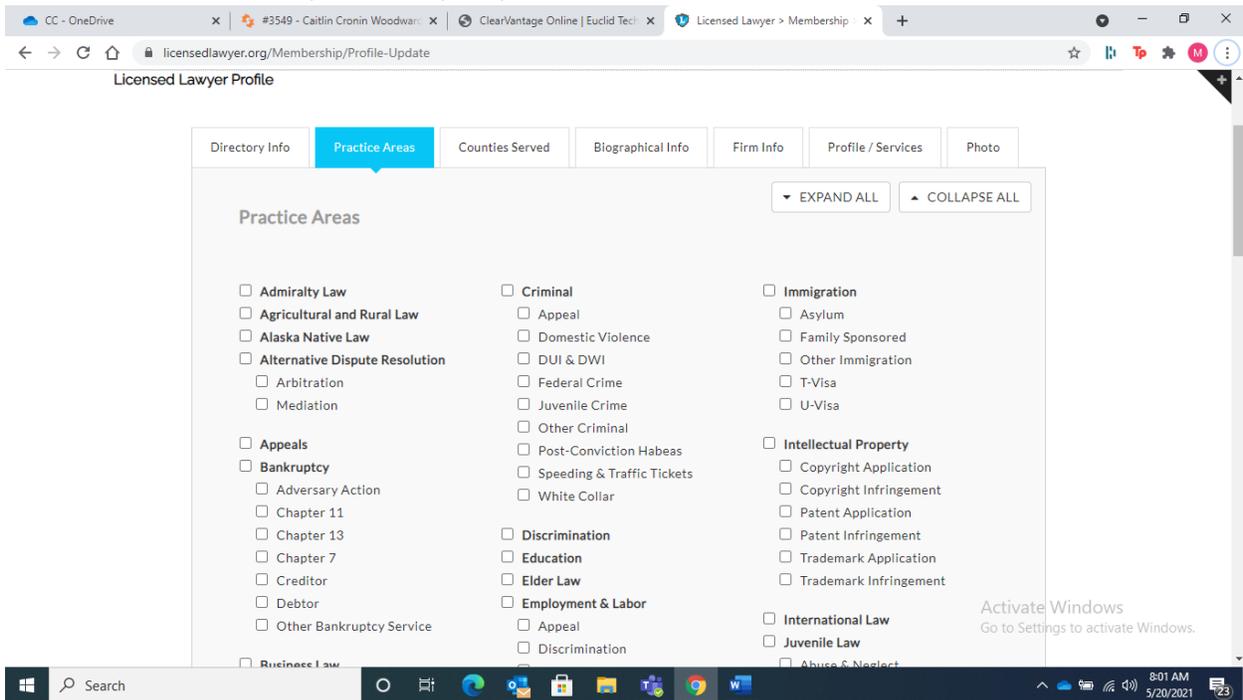
Activate Windows
Go to Settings to activate Windows

Search 8:00 AM 5/20/2021

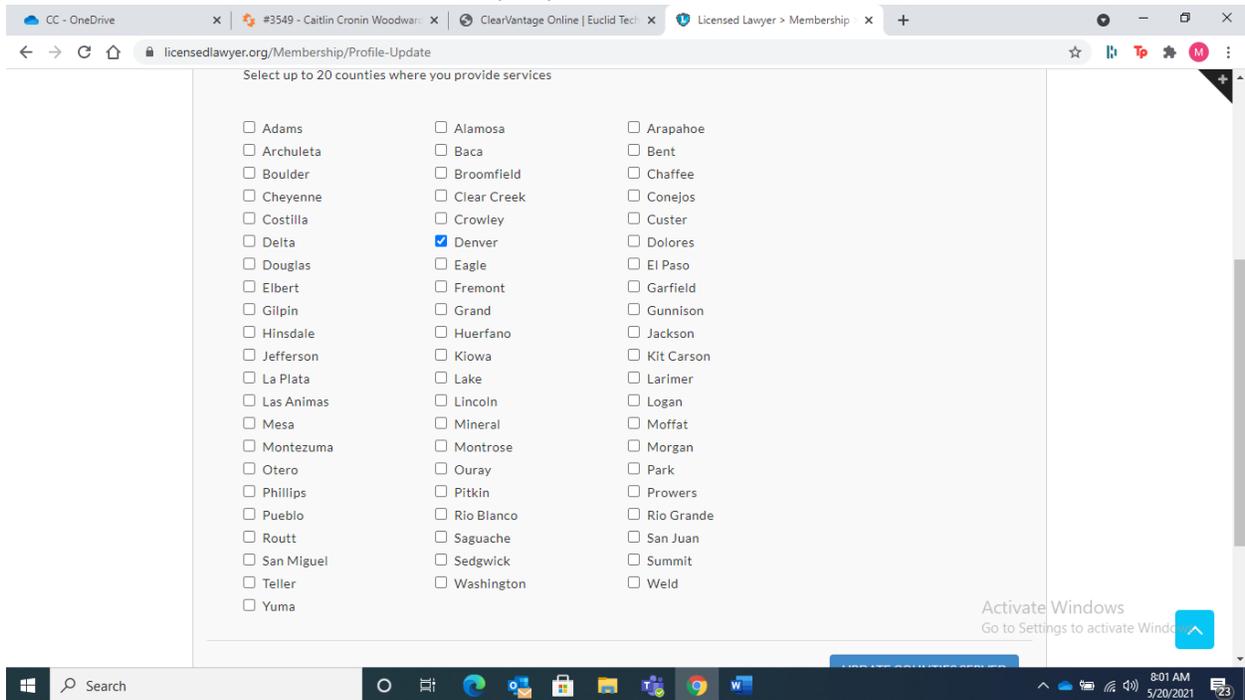
On this page you can add existing social media links.



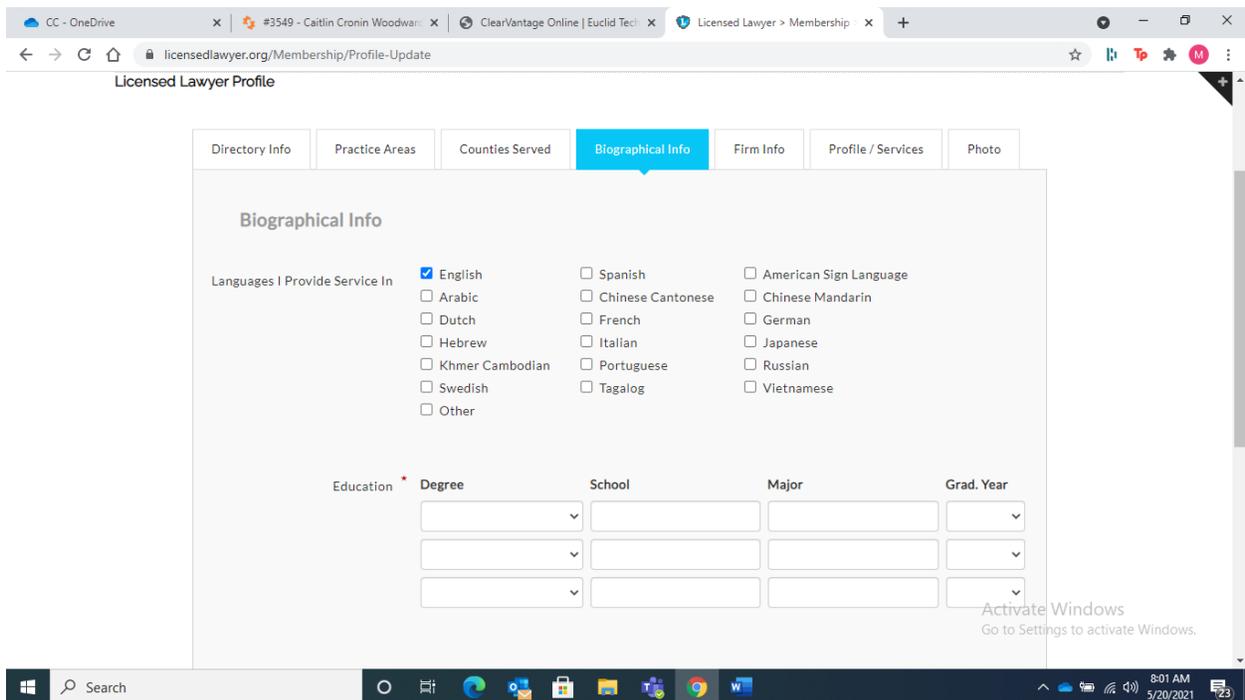
Click on the tabs at the top to select your practice areas.



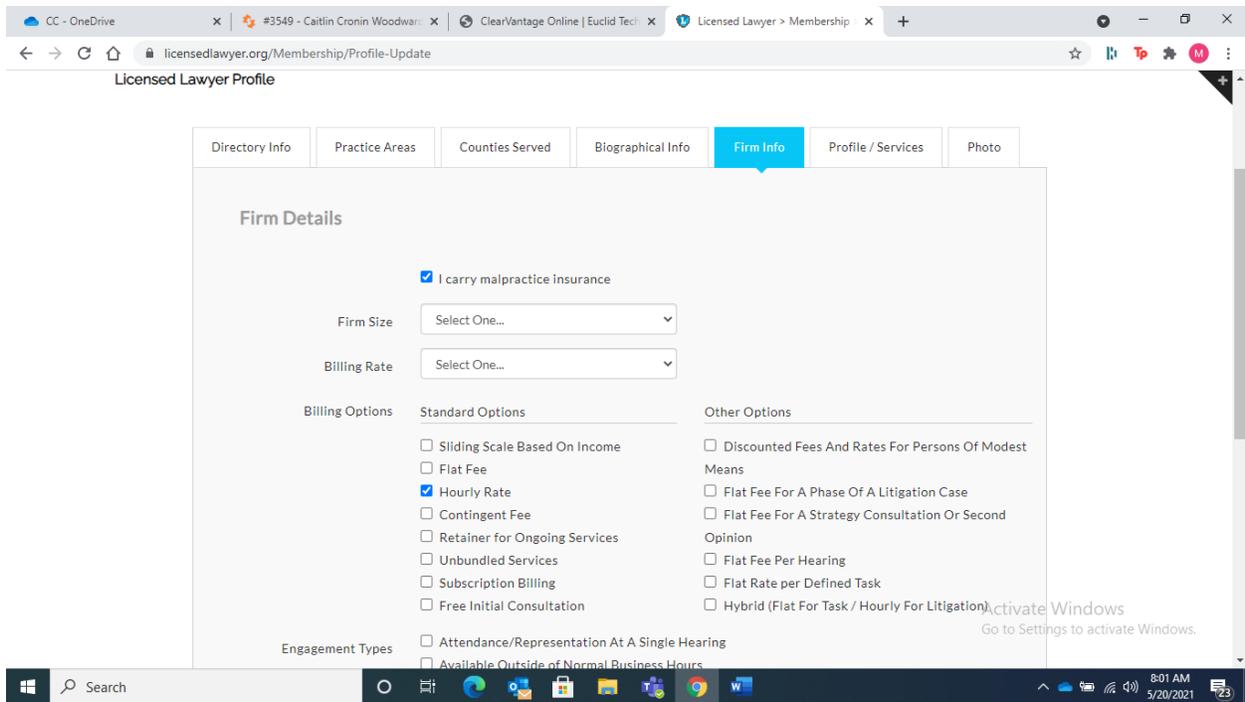
You can also select the counties in which you practice.



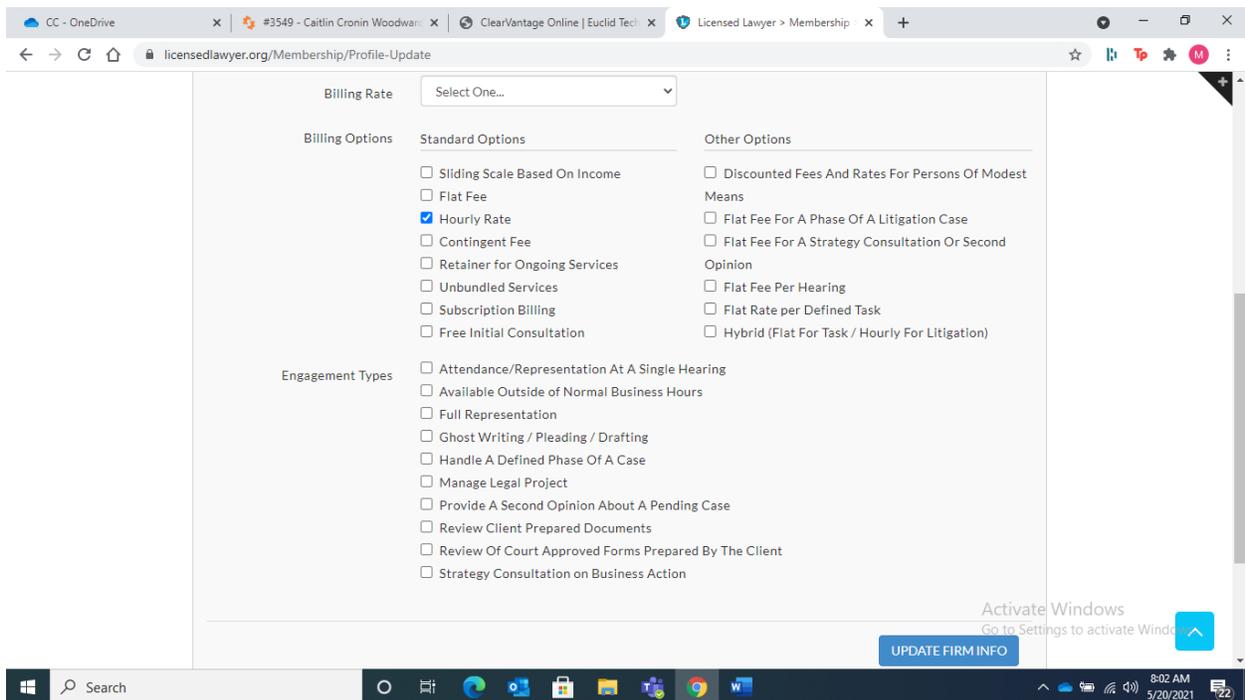
Let clients know what languages you or your staff speak and provide information about your education.



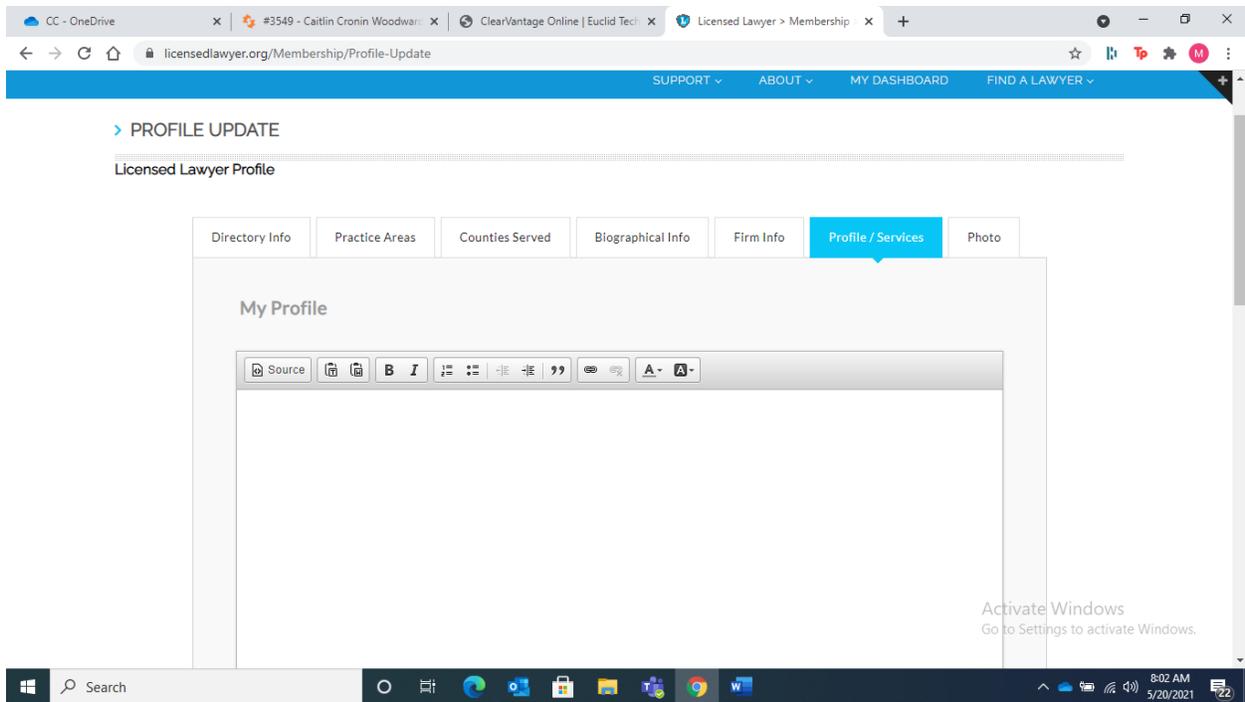
On this screen, you can choose firm size, billing rate, and billing options to help you match with client preferences.



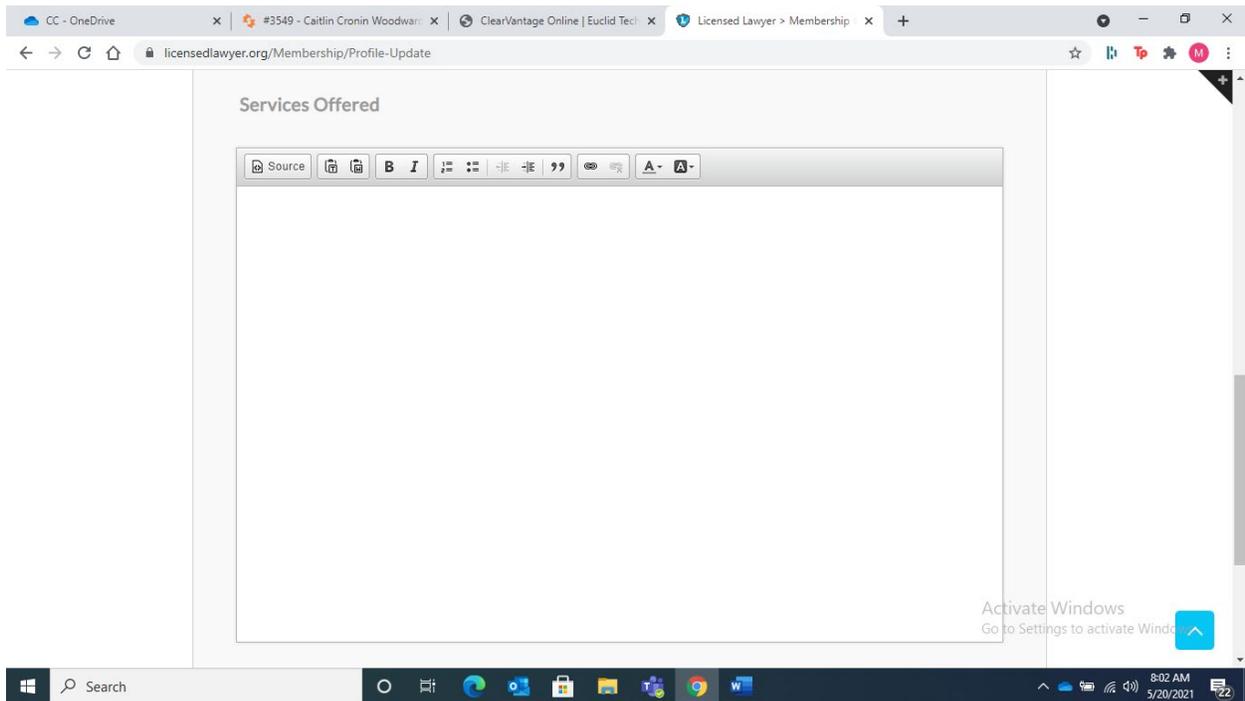
If you're willing to accept various types of engagement (second opinion, ghost writing, etc.), you should indicate that on this screen.



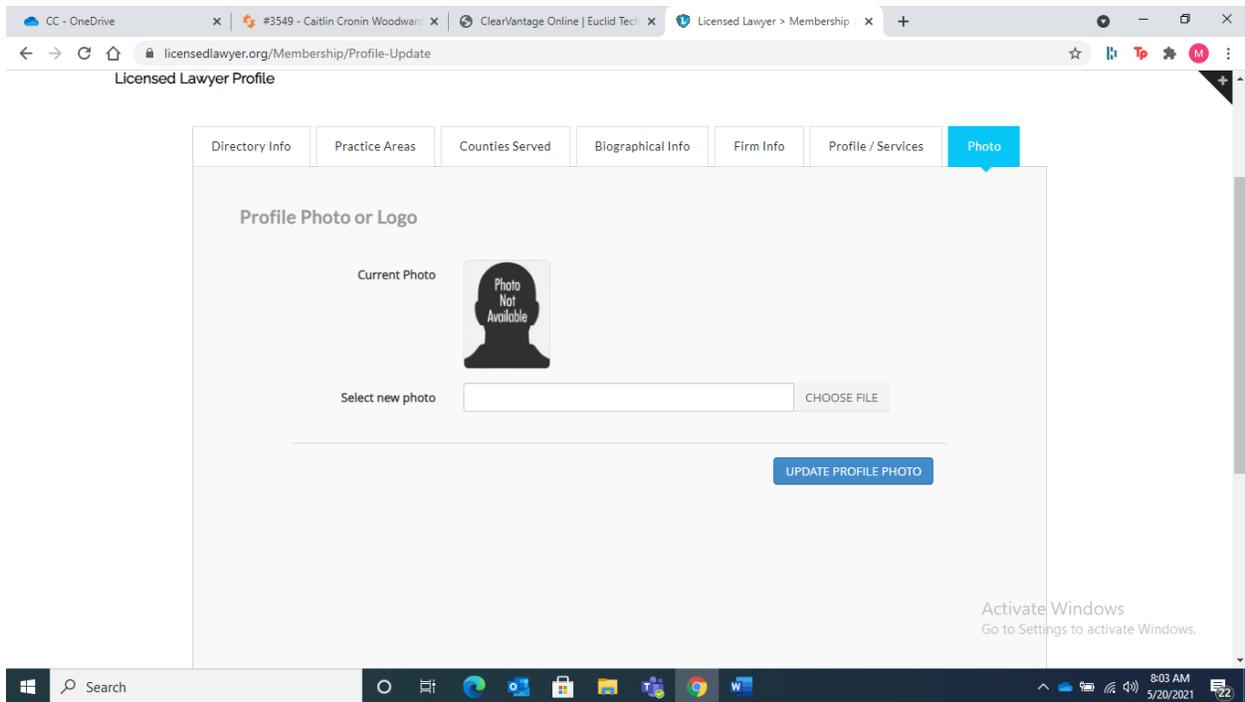
After completing the applicable checkboxes, you can enter your bio. This is your opportunity to highlight your strengths and let clients know why they should hire you.



Here you can list details about your services that are not captured in the checkboxes.



We encourage you to include a headshot here—don't be shy! Potential clients are more likely to contact you if they see your photo.



Again, don't forget about our First Placement option once you've updated your profile. To purchase this option, just log in to the CBA website at www.cobar.org and go to your My COBAR listing at the top of the page. Once there, look for the **Purchase Licensed Lawyer First Placement Subscription** link and follow along.