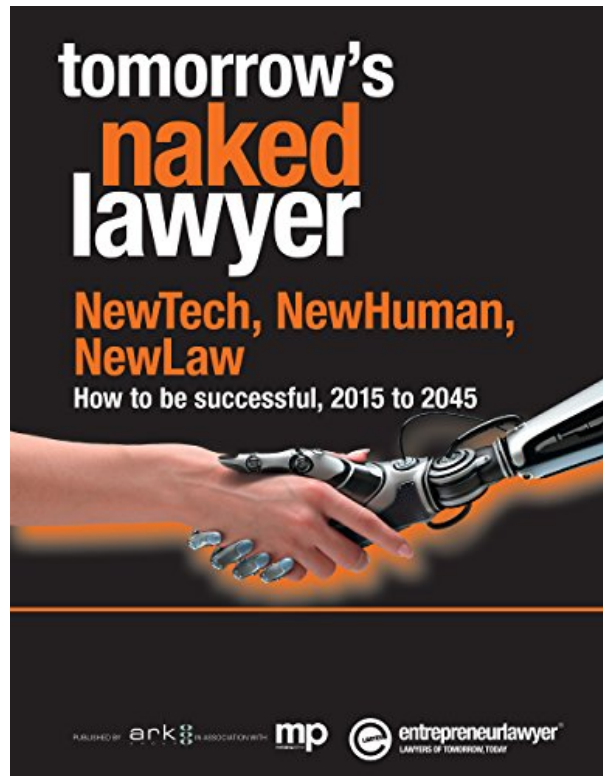


TOMORROW'S NAKED LAWYER BY CHRISSIE LIGHTFOOT



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tomorrow's **naked** lawyer

**NewTech, NewHuman,
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How to be successful, 2015 to 2045



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About the Author

Chrissie Lightfoot is a 'prominent international legal figure', an entrepreneur turned solicitor and back again as CEO of EntrepreneurLawyer Ltd, a global consulting business specialising in relationship 'SocialHuman' sales and based in the UK. It is an absolute delight and honour to be your host and to have this opportunity again to entertain you.

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TOMORROW'S NAKED LAWYER BY CHRISSIE LIGHTFOOT PDF

This new report, tomorrow's naked lawyer, explores, debates, and challenges conventional thinking and wisdom with regard to marketing, branding, technology, artificial intelligence, robotics, and the future of law during the period 2015 to 2045.

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The Title is Not Click-Bait !

By Mitch Kowalski

Chrissie Lightfoot likes to have fun with her writing. Readers who have an adult sense of humour and a willingness to throw out conventional legal writing will definitely enjoy it. It is quite unlike anything I have ever read about the legal industry – or any other industry for that matter.

To backtrack, in *The Naked Lawyer*, Lightfoot gives guidance on transitioning from a traditional lawyer to an entrepreneurial lawyer of the “truly naked kind” by striving, among other things, to be an extraordinary rainmaker by thinking of “extraordinary sex.” Yes, she does say that. The references to sex continue throughout *Tomorrow's Naked Lawyer* such that readers are regaled on the opportunities for sex robots, suggesting that the same opportunities apply to robot lawyers. Natch.

Chrissie gives a good overview of the changing dynamics in the legal services industry and how they can and will impact lawyers. However, she is at her strongest when she weaves artificial intelligence (AI), robotics and entrepreneurship with those dynamics, along with the skills needed to brand, market and rain-make in these disruptive times.

Social media strategy is clearly her forté and her advice on the use of this medium is at the core of her message. She says lawyers of the 21st century need to be sociable and intimate with their clients, or in *Naked Lawyer* parlance, “XXX – KISS”. The triple-x refers to the three kisses: “Keep it Sexily Serendipitous,” “Keep it Salubriously Serene” and Keep It Socially Savvy.”

The next big thing in social is resonance, according to Lightfoot. "It's going to be about context, deep personalization, relevance, resonance, vibe tribes, vibe communities and vibrational intelligence." Business-to-business and business-to-consumer, or B2B and B2C, will be replaced with H2H (human to human) and H2R (human to robot). She is obviously intrigued by the ability of AI to dramatically affect business development and client relationships, and she has made bold, provocative steps into those impacts, something that no one else is writing about today.

Tomorrow's Naked Lawyer is what Hunter S. Thompson might have written if he had any interest in the legal profession. It's a rollicking fun and slightly naughty read, peppered with thought-provoking counsel.

0 of 0 people found the following review helpful.

The hotly anticipated next book from Chrissie Lightfoot is out and I for one absolutely loved it!

By Becky Chapman

I never thought I'd describe a legal book like marmite. Having said that, I never thought I'd read a legal book peppered with 50 Shades of Grey and sexual references. The hotly anticipated next book from Chrissie Lightfoot is out and it's quite the read. Just like marmite, you'll either love it or hate it, and I for one loved it. I couldn't put it down. Absolutely brilliant!

Unlike the reviews of the 50 Shades of Grey film, Tomorrow's Naked Lawyer will not leave you cold. It should inspire those who read it and help paint a picture of where 'law law land' is heading.

With her easy, chatty style of writing, Chrissie Lightfoot is unlikely to appeal to the traditional lawyer, however it would be unwise to ignore the topics that she covers.

Chrissie's message is simple, the legal profession is changing and all those in it need to sit up and take note. Burying your head in the sand is not an option. Whilst some will dismiss Chrissie's predictions as 'outlandish' she is spot on, technology is, and will continue to have a huge impact on the legal world as we know it.

Chrissie covers what Tomorrow's Naked Lawyer will have to face with various predictions, opinions, both her own and from various other respected legal minds, all supported by a vast array of data. Never one to mince her words, Chrissie's message is clear, hard hitting yet entertaining. Alongside the serious messages in the book you'll find yourself chuckling at her various entertaining anecdotes and stories.

For those who have not read The Naked Lawyer, fear not as the first chapter recaps the book before moving on to the changing landscape of 'law law land', where it's going and the new entrants that are appearing. She then moves on to the really juicy stuff - technology, Artificial Intelligence and robotics and it's good, really good. What's already out there, what's happening and what will happen. For those of us already embracing these changes it's thrilling to read. For those who aren't, I imagine it'll raise some challenging questions that will have uncomfortable answers.

Her style might not be everyone's cup of tea but you can't argue that her methods don't work as we hear from various clients throughout the book who have successfully implemented Chrissie's ways and reaped the rewards.

If you finish Tomorrow's Naked Lawyer and think that NewTech, NewHuman and NewLaw won't affect you then think again. No one is exempt from the change that is coming. It doesn't matter how large or small your legal business is you need to embrace what's ahead. If you think that the legal market has changed dramatically since 2007 you haven't seen anything yet...it's only just beginning.

0 of 0 people found the following review helpful.

The Return of the Naked Lawyer - New Thinking for the New Law Era

By Charles Christian

Although Chrissie Lightfoot's ROAR (Reach Out And Relate) concept always reminds me of a Katy Perry song (a singer of popular songs M'Lud) the fact is ROAR is a far more attractive proposition than the alternative of SNORE, which still seems to be the benchmark for most law firm management books that leave you looking to slit your wrists before you've even finished the "executive summary".

The sequel to Chrissie's The Naked Lawyer book of four years ago, this is a motivational guide you'll either love or hate but certainly won't be able to ignore. I suspect a lot of readers may initially be deterred by Chrissie's frequently OTT comments and topic headings but, here's the thing: the traditional legal world is now facing some of the biggest challenges it has ever known.

Sure, there have been crises before – and recessions. And, people like Charles Christian and Richard Susskind have been warning of the need to adapt since the 1990s. But, in the past, as long as firms were prepared to stick to their knitting, pull in their belts in and not do anything rash, they were always able to survive and ignore the writing on the wall.

That has now changed for good and they are facing a perfect storm of an increasingly assertive client base, who are no longer prepared to tolerate the quality of service – particularly the billing practices- that have been foisted on them in the past; and, the entry into the market of a new generation of "alternative" legal service providers who take their lead from the ways of the commercial world rather than Ye Legal Profession of Olde.

This is the world of the "New Law, New Normal". It is no longer a case of law firms needing to change their business models or else someone else will eat their lunch but rather that if they don't change, they will become someone else's lunch.

Set in this context, Chrissie's book becomes essential reading – and it is an easy read, with plenty of bite-sized sections of information to contemplate and learn from. In fact I'd go so far as to say that if you don't find something in this book that provides you with at least one "aha, I never thought of that before" moment of enlightenment and inspiration, then you are either run the most successful law firm in the country (which you most certainly don't) or else you are in denial and staring commercial disaster in the face.

In terms of her use of social media – and her writing – Chrissie Lightfoot is the nearest thing the legal market has to Kim Kardashian. But is that a bad thing, as in a couple of years Kim Kardashian has achieved a far higher public profile and brand recognition/awareness (and been able to monetise it) than any law firm has ever achieved in decades and, in some instances, centuries.

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