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**Prinz Law Management Consulting to Host Webinar on
Launching an Effective Blog to Promote Your Business**

Prinz Law Management Consulting is pleased to announce that it will be hosting a webinar titled "Secrets to Launching an Effective Blog to Promote Your Business" on Wednesday, August 26, 2009 from 10:00 a.m. to 11:00 a.m. PST.

The program, which is the first in a series of planned webinars on blogging and online networking, will share some of the secrets to launching an effective business blog, addressing such issues as choosing the best name and subject for a business blog, selecting the best domain name for a business blog, targeting the right audience for a business blog, choosing the right platform and host, developing the right blog design and layout for a business blog, and advertising a business blog. The link to sign up for the program is <http://launchbusinessblog.eventbrite.com/>.

The speaker for this program, Firm Managing Principal Kristie Prinz is an avid blogger herself, currently running two established blogs, the California Biotech Law Blog and the Silicon Valley IP Licensing Law Blog, and recently launching a third blog, the Start-up Law Firm Blog. Ms. Prinz is a frequent speaker on blog-related issues, and recently completed a monograph titled "Managing the Risks of Employee Blogging," which is scheduled to be published by the Science and Technology Law Section of the American Bar Association.

Ms. Prinz explained, "The success of a blogging effort has as much to do about planning on the front end as it does execution and management of the blog on the back end. This program is intended to educate small businesses and law firms on what they need to know up front to get their blogging effort off to the best start."

Prinz Law Management Consulting is a professional consulting services firm based in the Silicon Valley, whose mission is to provide new law firms with practical, step-by-step resources on how to launch and build a successful law firm in today's competitive legal market.

To learn more about Prinz Law Management Consulting, please call (888) 884-2160 (toll free) or visit www.prinzlawconsulting.com.