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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 your blog, selecting the best domain name for your blog, targeting the right audience for your business, choosing the right platform and host, developing the right blog design and layout for your business, and advertising your blog.

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 explained, “I am often asked by small business and law firm owners who are not currently blogging about what they need to know to be successful at business blogging. In my opinion, 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](http://www.prinzlawconsulting.com).

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