

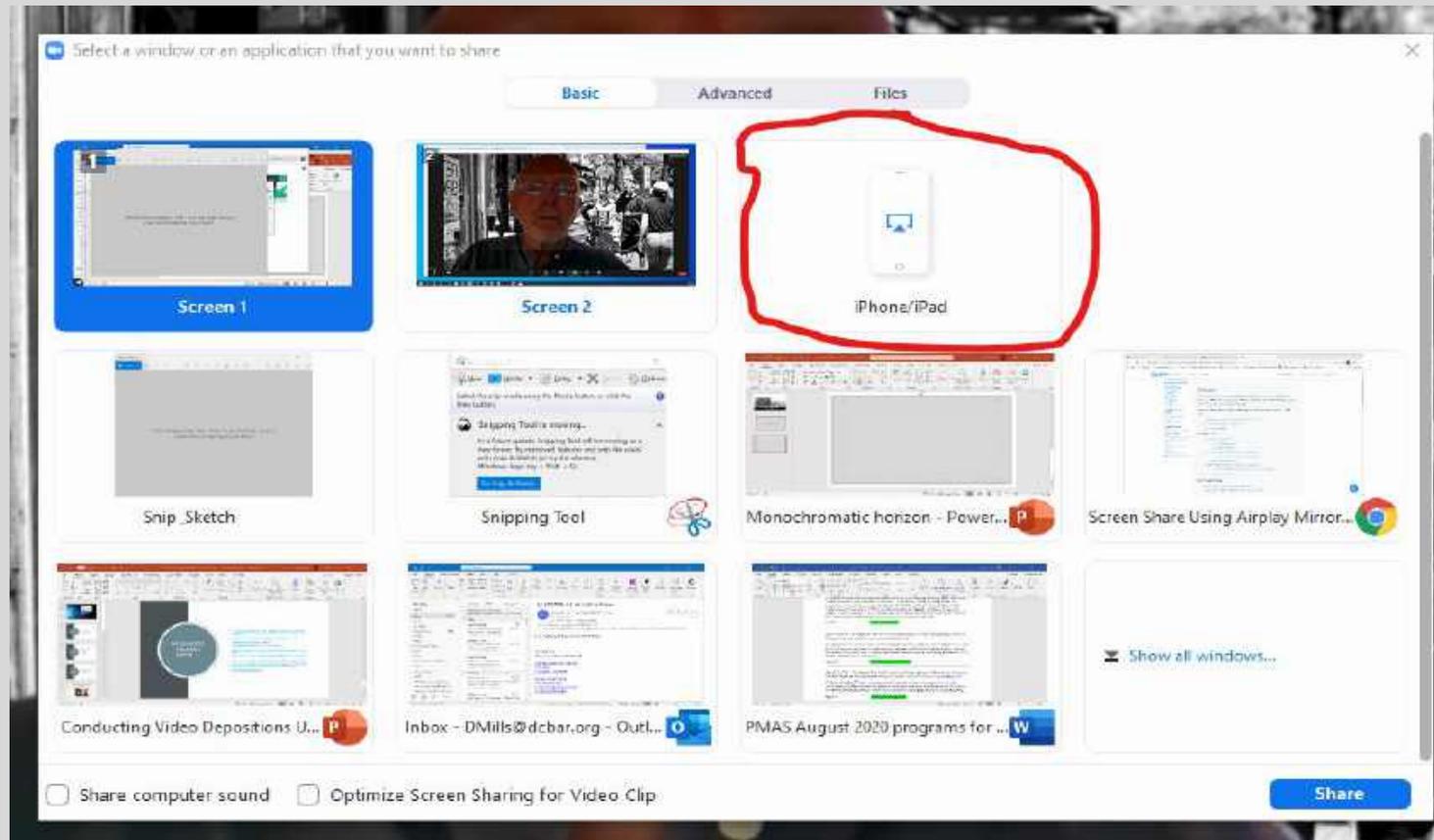


ZOOM SCREEN
SHARE USING
AIRPLAY
MIRRORING

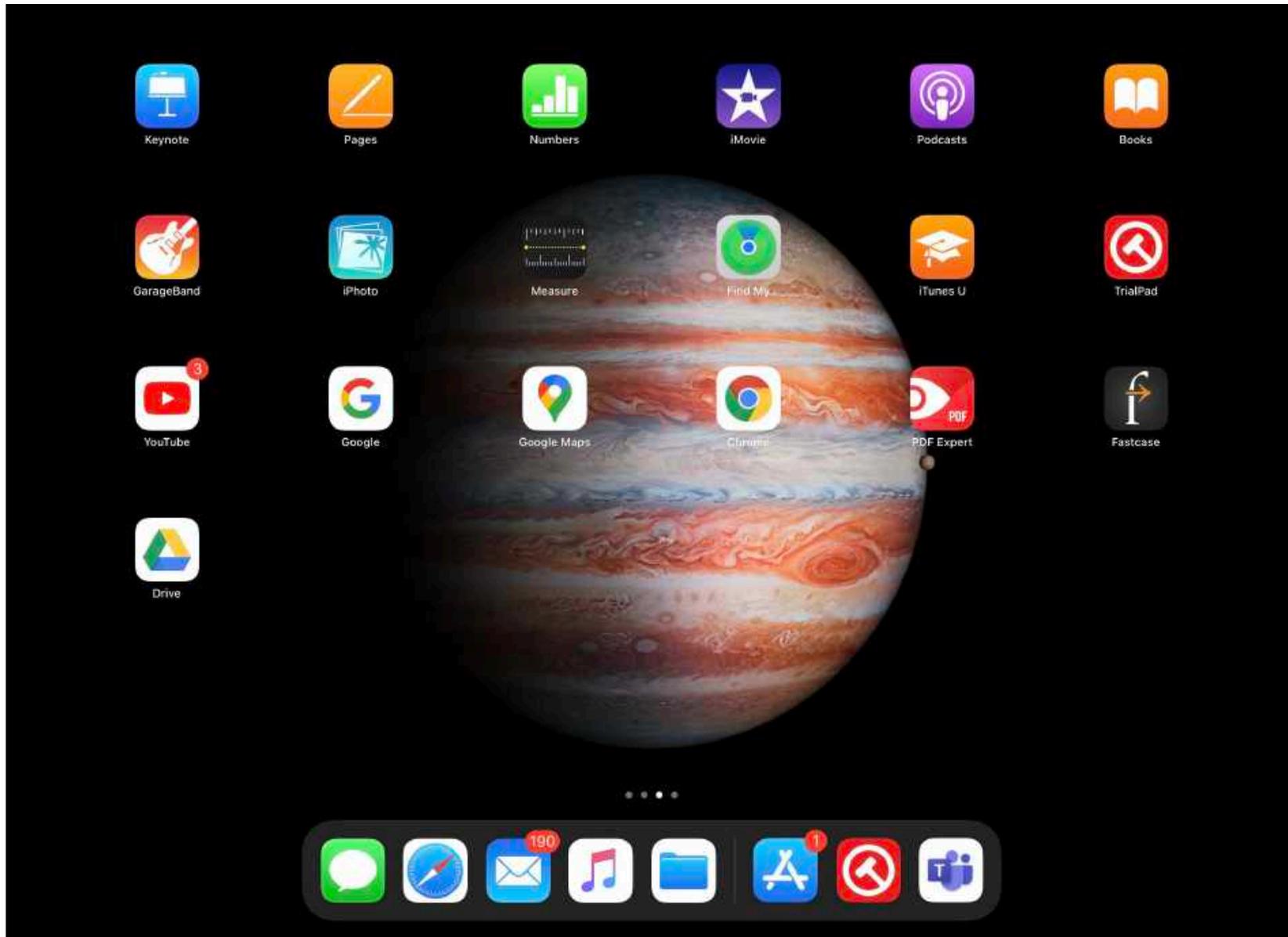
[Zoom explains it in detail here](#)

This link is in the Zoom Help Center & titled:

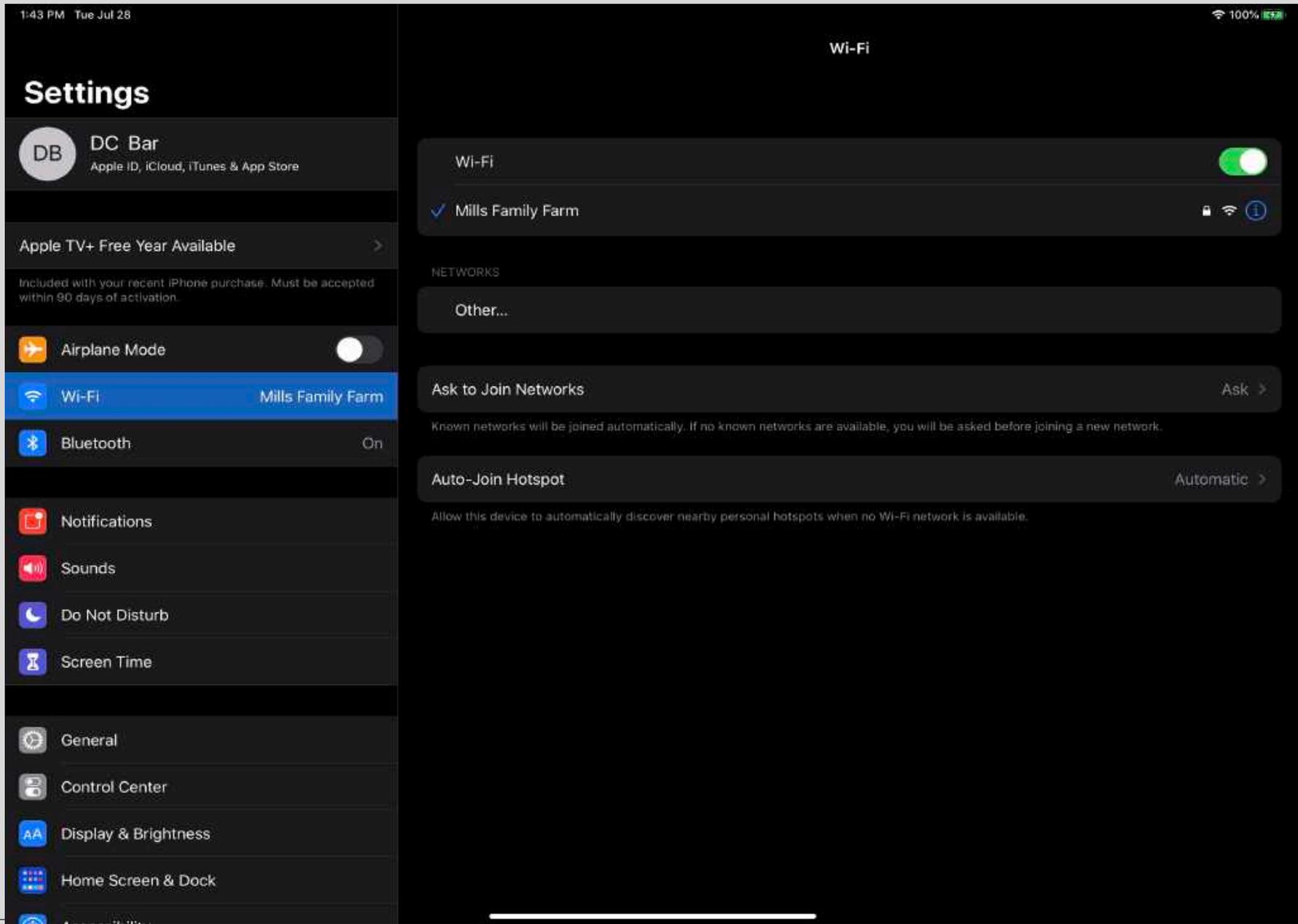
Screen Share Using Airplay Mirroring



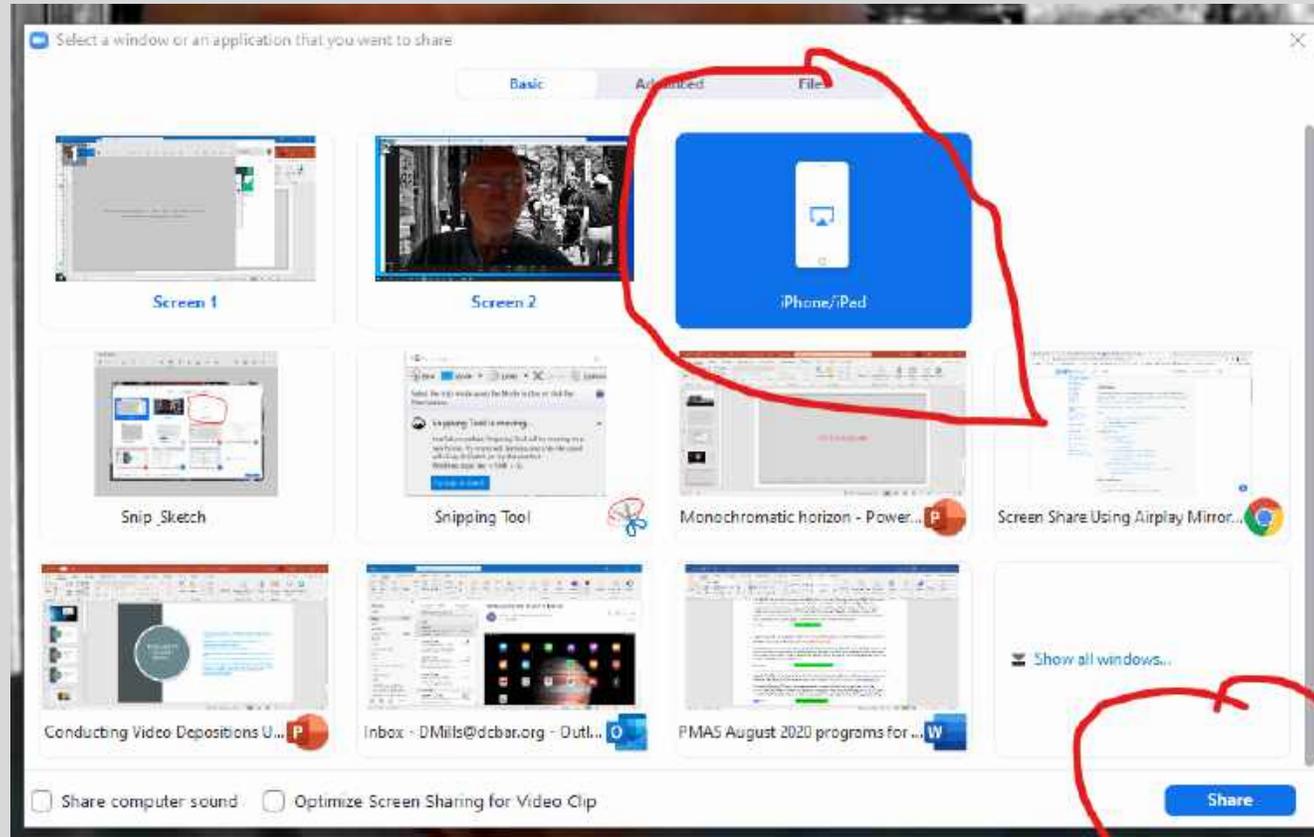
Click Share
Screen in Zoom &
if you are on the
same network as
your iPad, you
will see this
image.



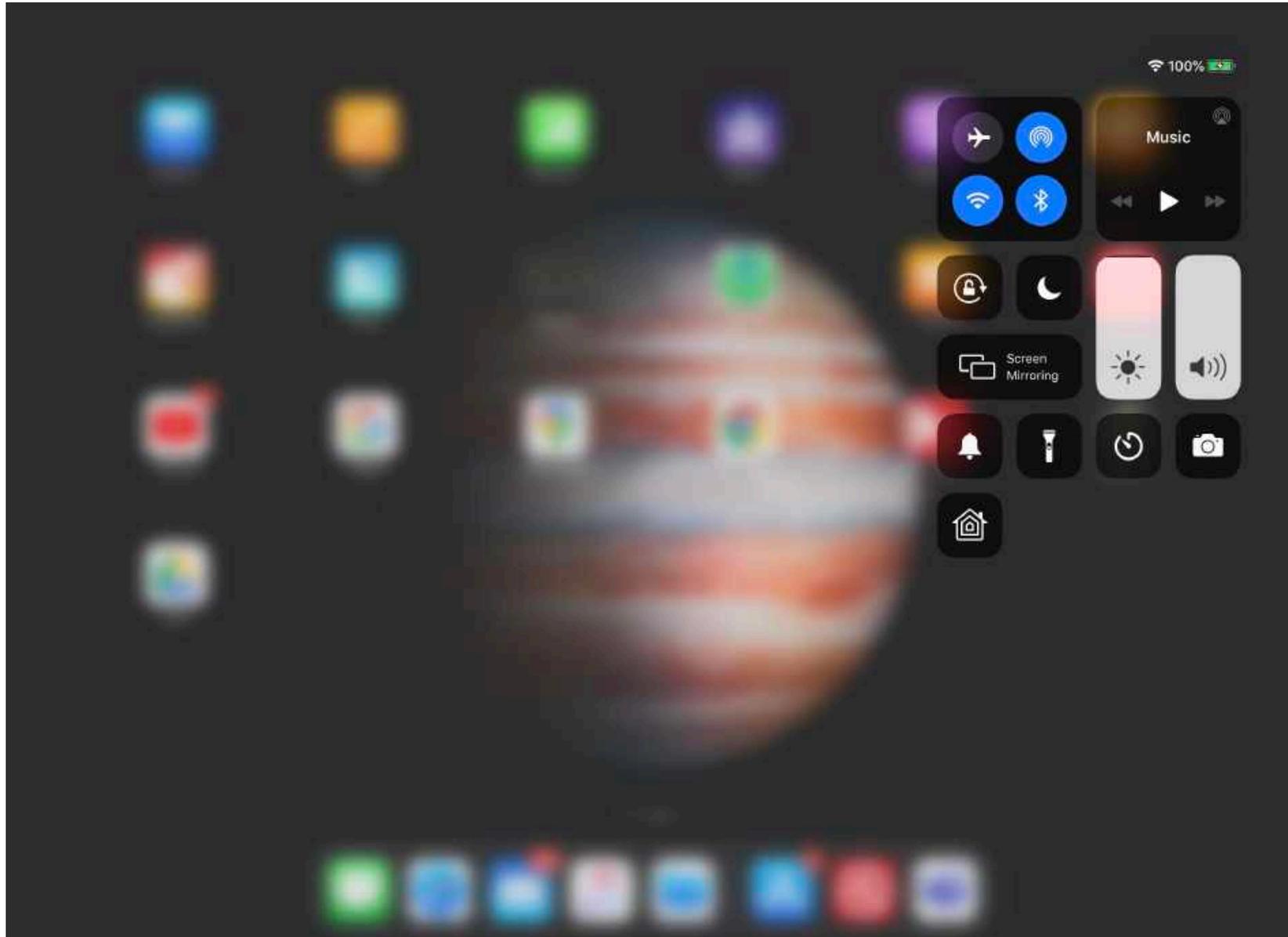
On your iPad,
you can
confirm it is
on the same
wifi network
as the
computer in
Settings/Wi-
Fi.



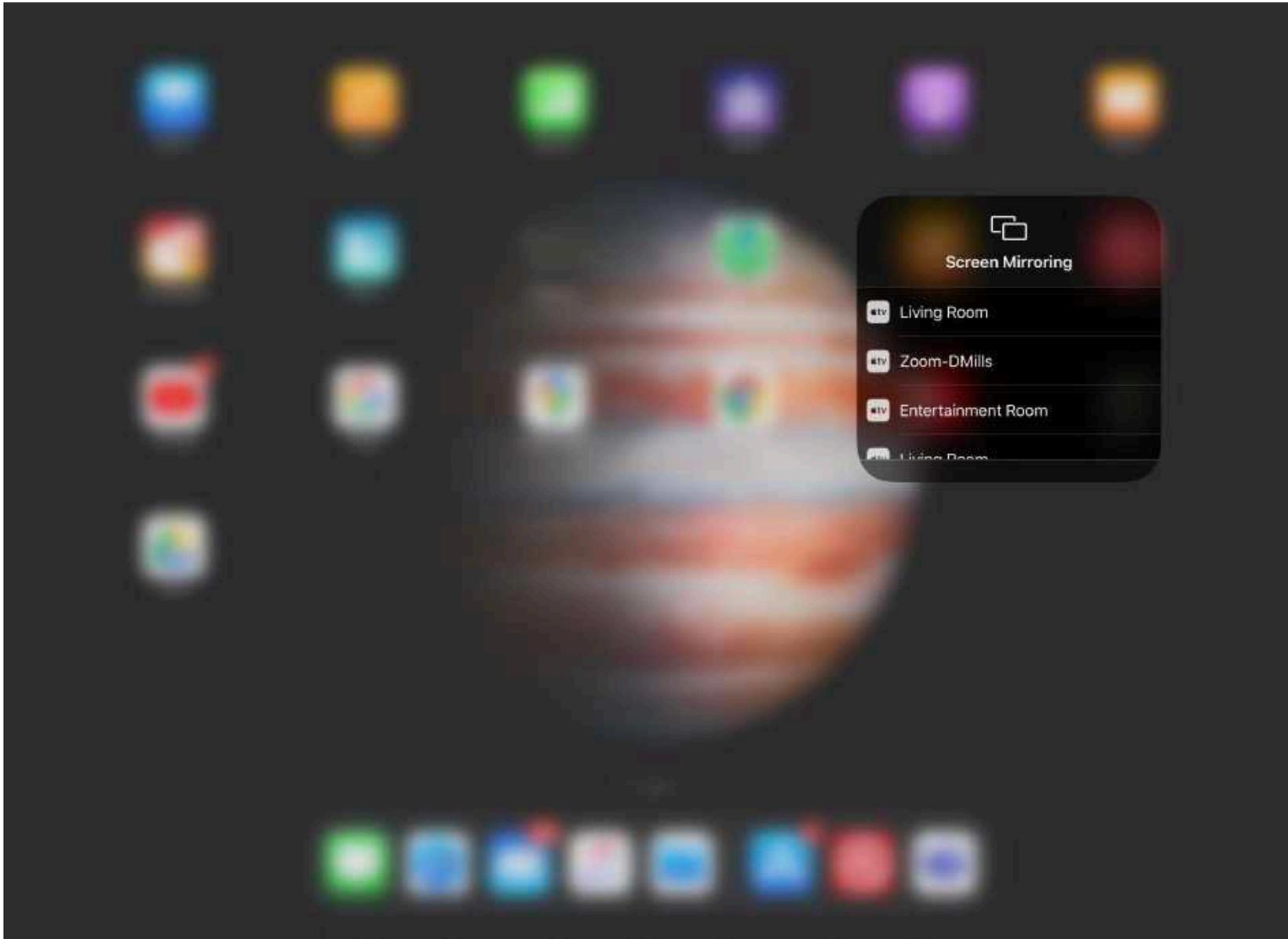
Settings/Wi-Fi on the iPad.



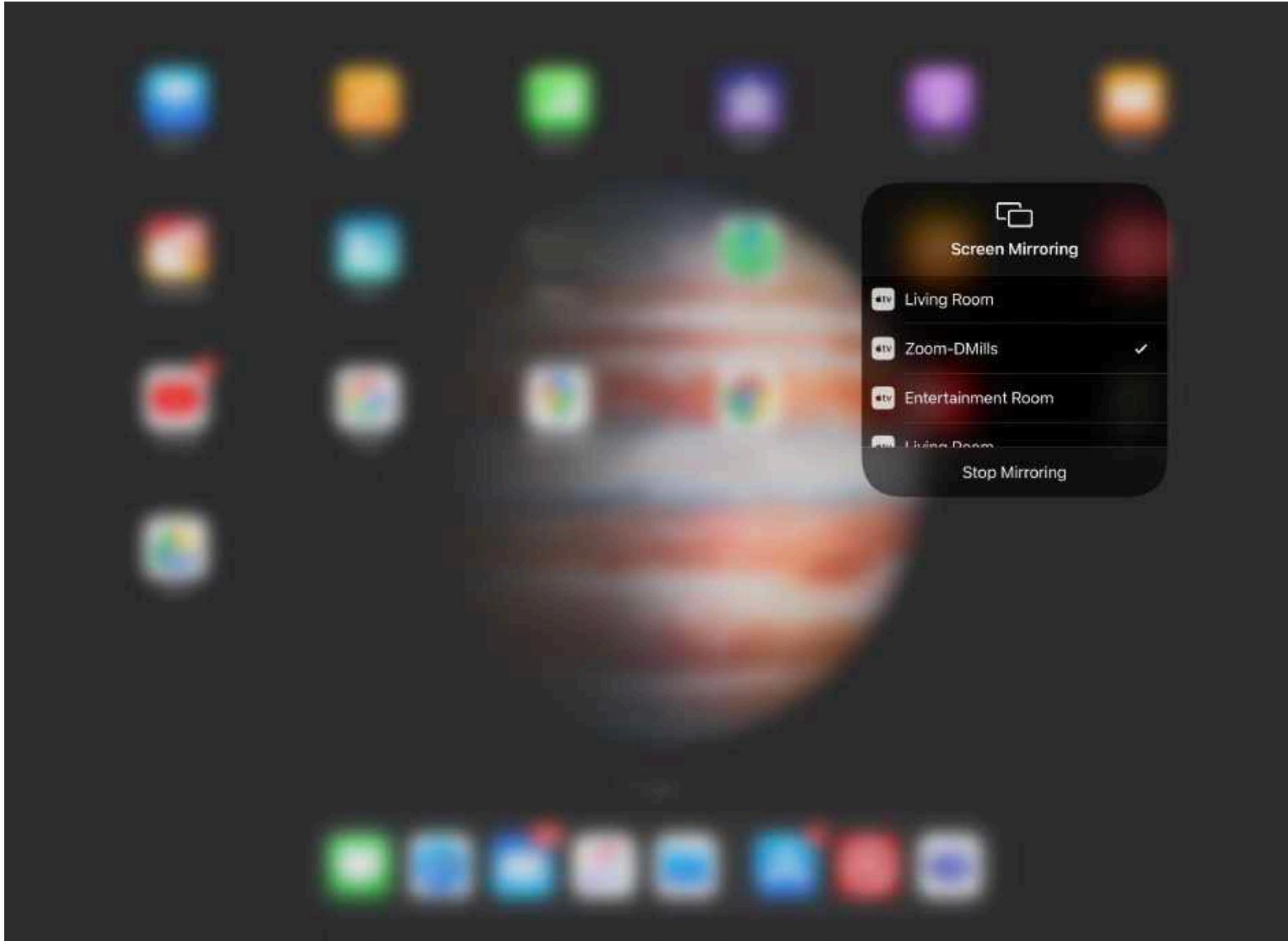
Click the iPhone/iPad image and then click Share.



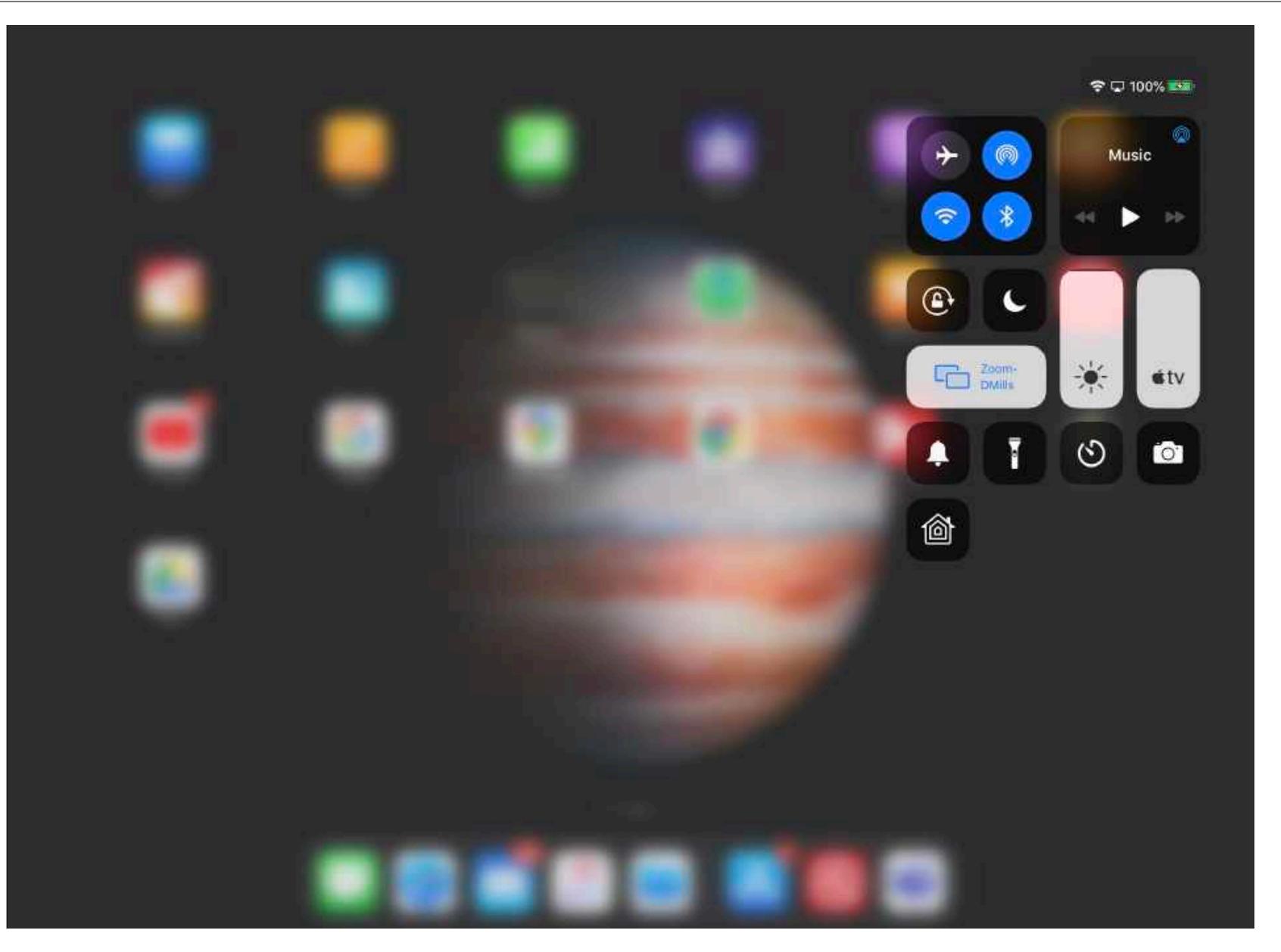
On the iPad,
swipe down
from the
upper right
corner and
open Screen
Mirroring



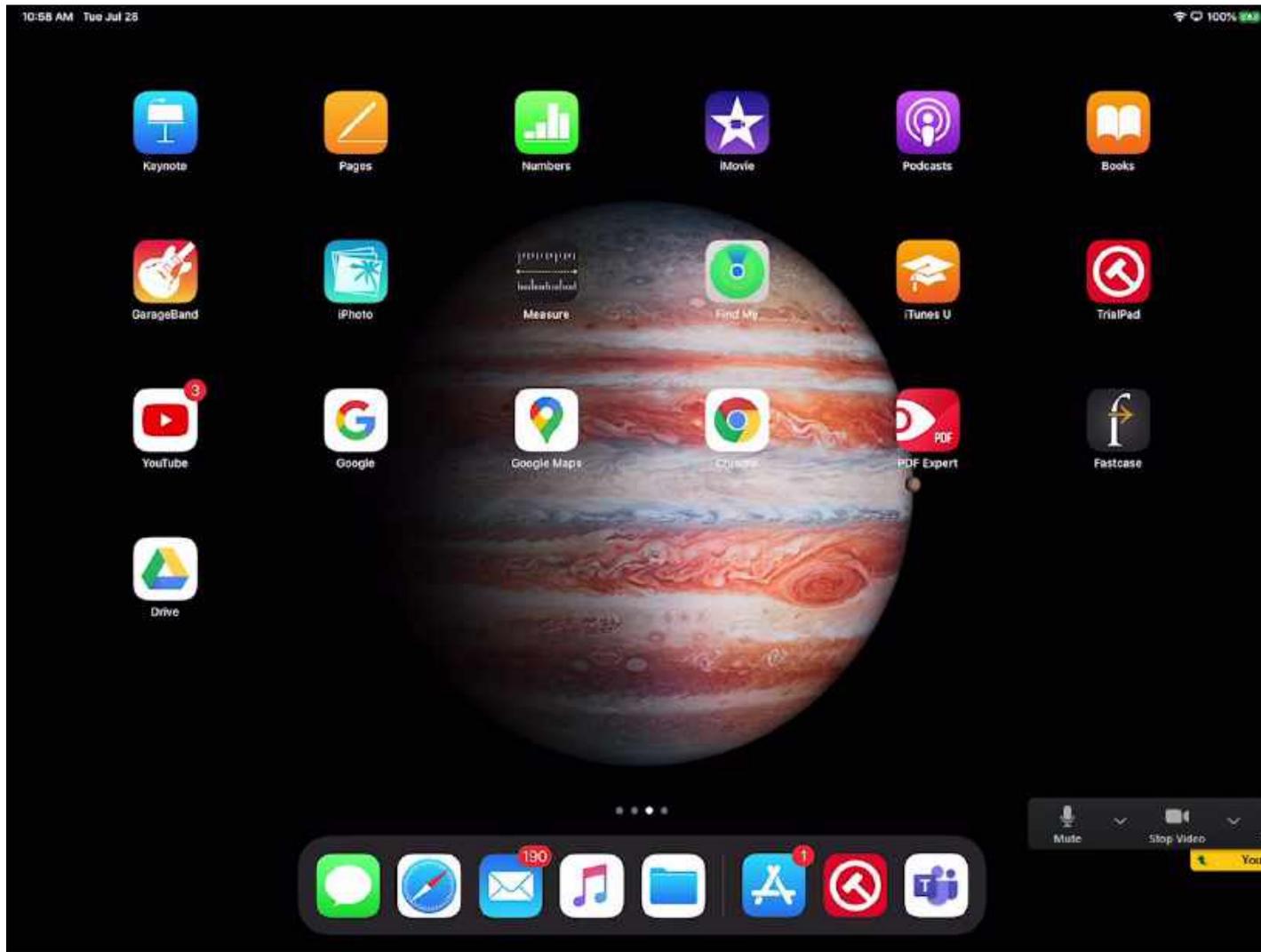
When you click Share on the computer, you will see the Zoom link in Screen Mirroring on the iPad. Select Screen Mirroring.



Touch Zoom to create the check. Then touch just above the Screen Mirroring box.



Swipe toward the upper right corner to close this control console.



Now you are sharing the iPad screen by mirroring it to Zoom.

V. Marketing Plan

Market research - Why?

No matter how good your service, the venture cannot succeed without effective marketing. And this begins with careful, systematic research. It is very dangerous to assume that you already know about your intended market. You need to do market research to make sure you're on track. Use the firm planning process as your opportunity to uncover data and to question your marketing efforts. Your time will be well spent.

Market research - How?

There are two kinds of market research: primary and secondary.

Secondary research means using published information such as practice area profiles, trade journals, newspapers, magazines, census data, and demographic profiles. This type of information is available in public libraries, bar associations, chambers of commerce, from vendors who sell to your practice area, and from government agencies.

Start with your local law library. Most librarians are pleased to guide you through their practice area data collection. You will be amazed at what is there. There are more online sources than you could possibly use. For more general information, your chamber of commerce has good information on your geographic area. Trade associations and trade publications often have excellent industry-specific data.

Primary research means gathering your own data. For example, you could do your own traffic count at a proposed office location, use Google and the yellow pages to identify competitors, and do surveys or focus-group interviews to learn about consumer preferences. Professional market research can be very costly, but there are many books that show small firm owners how to do effective research themselves.

In your marketing plan, be as specific as possible; give statistics, numbers, and sources. The marketing plan will be the basis, later on, of the all-important revenue projection.

Economics

Facts about your practice area:

- What is the total size of your market?
- What percent share of the market will you have? (This is important only if you think you will be a major factor in the market.)
- Current demand in target market.

Now I'm
mirroring a
document in
TrialPad on the
iPad in Zoom by
way of Screen
Share.

Questions:

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