**Copywriting for a flyer**

**For a software product called ‘Campus Soft’**

Experience the snowball effect….Make your campus brim with organizational energy….Leverage Campus Soft to take your Campus forward….

If ever a tool inspired thoroughbred administration, this is it. Now your institution can capture, share, manage, control information as it ought to be.

Built to do away with the complex knots and the tedious hours that go into frenetic campus activities, Campus Soft rings true to its promise, makes administration and management a lot more simple for education institutions. Just when institutions need that additional focus to achieve thriving functional and operational procedures, Campus Soft fills the void with aplomb.

Campus Soft from NITS, built on the rock solid Microsoft Dynamics NAV, unleashes a torrent of features to help your campus achieve administrative excellence.

It delivers everything on the management wish list – Increased productivity, greater accountability, improved efficiency.

With Campus Soft, there is room for providing extra care on performance management, no room for surprises or delays. Staff development activities, time management, follow-up, evaluation, reporting and other administrative tasks have never been so easy.

Maintain clean records of all departments, build an interactive platform that connects stakeholders, take critical decisions before the eleventh hour arrives, and obtain single point access to obtain information from anywhere inside the campus.

You can assign different functions to Campus Soft. Without fuss or stress, timetable generation, admissions, examinations, hostel & mess arrangements, transport facilities, alumni, placements, and other aspects can be managed easily and effectively.

Small, medium and large schools, institutes, colleges, academies and universities can set their house in order, make sure that their campus functions like a Swiss Clock with the Campus Soft Institute Management System.

**Book Review**

**Sixth Man – A Book Review**

Sixth Man, the latest thriller and top selling novel from David Baldacci carries the stamp of a Baldacci plot, the twists and turns of events gripping the imaginations of the reader. Sixth Man revolves around an alleged serial killer, Edgar Roy, who awaits trial and is about to face conviction. Sean King and Michelle Maxwell, former Secret Service Agents are pressed into action to uncover the mysteries surrounding the arrest of Edgar Roy. Sean King and Michelle Maxwell will have to get over the stumbling roadblocks and dead ends to unravel the mystery, which can even lead to dire consequences.

Ted Bergin takes up the onerous task of defending Edgar Roy, as he entrusts the investigative work to Sean King and Michelle Maxwell. Before the protagonists of the novel get into action, Ted Bergin is murdered with a bullet in his skull. Before getting to grips with the case, King and Maxwell will now have to find out if the murder has a connection with the case. Why was Bergin murdered? Is it an act perpetrated to stall the proceedings?

Lot of queries haunts the protagonists, and the investigating process moves from one stumbling block to another. Sean King and Michelle Maxwell, who bring in a romantic touch as well, find out that Edgar Roy is not the person who the protagonists think he is, for the FBI takes a special interest in him, and go to great lengths to keep him under lock and key. The FBI also labels Rob Roy as a criminally-insane person and holds him in a security prison.

King and Maxell realize that they need help to proceed further, and the young assistant of the dead lawyer comes forward to throw more light on the case. With a mysterious woman making her appearance, loose ends are tied, but the situation worsens. The investigating team learns that they will have to be on a constant vigil, with a fatal encounter lurking somewhere to threaten their lives. While the thick of things happen in Maine, high ranking intelligence officials at Virginia plan to play a dirty game to meet their ends. The power games played by the intelligence officials can have a tragic effect on the investigative team.

The officials are a dangerous lot, as they can be ruthless to achieve their objectives, and look to dominate the cream of the defense system. Now, the story reveals more of nonstop plotting, murderous schemes, backstabbing and conspiracy theories that abound to keep the reader on the edge of his seat. Can Maxell and King unearth the eluding secret?

King and Maxwell are tested to the core till the last, and the enemy lies in the wait to spring a surprise at them. The characters in Sixth Man play their part well, and the pair that sparks romance occupies the centre stage of the plot. There’s no dearth of action, with the dead ends, half-truths, escalating threats and false friends pushing the plot to assume a blistering pace. A terrifying confrontation in the offing, Sixth Man can send your pulse rate soaring and your adrenaline racing.

**Blog article for a law firm**

5 signs of a successful law firm

What separates the wheat from chaff, or in this case what are the features of a successful law firm that makes it stand apart from the ordinary ones?

A law firm that wants to earn reputation and recognition in the market place should sow seeds of success by developing well nurtured institutional traits that can help a law firm occupy a special place. In essence, a law firm that inculcates habits of success through well-crafted business and marketing development principles stand a better chance to register long-term success with respect to client relations and revenue generation. What are the 5 signs of a successful law firm?

Living with clients

Law firms that have earned acclaims from clients and from the market place have realized that they have got to do more than just understand their clients. In effect, successful law firms are firms that have started to live with their clients. Such firms find ways and means to get closer to their clients, where firms even go to the extent of sending lawyers to live at the client quarters for some time, and further their cause by using clients as sounding boards. In an attempt to live with a client, law firms have even started to send professionals to work at the client premises to know more about the client and his operations.

Ensuring clients belong to a firm and not a specific lawyer

There is also a major shift in the way a law firm looks at its clients, and days when law firms looked upon specific rainmaking awards to define success of the firm is a thing of the past. Successful law firms have started to build subjective compensation schemes that stress the importance of team work, quality work product and client satisfaction. The phrase ‘my client’ has lost sheen in law firms, and the mode which advocated lawyers to serve their own clients to reap rich rewards are becoming outmoded with passage of time. A successful law firm focuses on serving its clients better, as a firm now relies more on team work and not on a specific client lawyer to bring complete client satisfaction.

Utilizing technology to enhance client and marketing relations

Law firms have realized that in order to cut through the clutter, and to gain an edge over competition, technology should get utilized in the best possible way to stand apart from competitors. Successful firms have started to use technology in many ways, where law firms make good use of client-management software to enhance relations with clients, and firms use proprietary knowledge to store the experience and knowledge to learn from experience and to allow lawyers gain expertise in a specific subject of law.

Sowing seeds of transparency and trust

An institutional trait that allows a law firm to stand apart in a crowd is its tendency to share relevant information with employees who work for the betterment of the firm. Sowing seeds of transparency and trust begins right from recruiting a potential candidate, which gets strengthened through other trust-building themes introduced by a law firm. Some of the law firms share information by providing access to their files, a step taken to share and win the trust and confidence of employees and clients.

Identifying and selling core focus

Gone are the days when a law firm took pride in its ability to provide legal solutions to all kinds of legal problems. Successful law firms have started to recognize the power of their core strengths, and have started to promote their strengths to attract the attention of clients. In simple terms, law firms have moved away from wearing a boutique approach, and have started to identify their core strengths, nurture skills in these areas, and trumpet their success registered in these core areas to bring in more clients.

A law firms that stands apart from the crowd can be identified by some institutional traits that help the firm gain recognition in the market place.