



Hi Michelle,

Telling lawyers the truth, the whole truth and nothing but the truth, when they are doing something wrong can be daunting (*so help you God*).

But sometimes, some good ol' truthiness is necessary.

Take, for example, bad blogging. You know the kind — wordy, stuffy, rambling and incoherent blog posts that are supposed to showcase a lawyer's knowledge and instead leave readers frustrated and confused.

Many of these "blawgers" are committing the same mistakes over and over again. If you think you might be one of them, or if you have lawyers in your firm who want to improve their blogging game, I've summarized some of the most common mistakes lawyers make on their blogs in a newly updated blog post (*first written back in 2014 — geesh, I feel old*).

Read the post by clicking below. And until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- [Blogging tips for lawyers and legal professionals](#) — Instead of our list of "blogging don'ts," this article provides "blogging dos" to ensure your law blog is a success. (*The Balance Careers*)
- [Best legal blogs of 2018 and Best law podcasts of 2018](#) — *The ABA Journal's* staff solicited readers' thoughts and asked a panel of judges outside its staff to weigh in and make suggestions on the best legal blogs and podcasts of 2018. (*ABA Journal*)
- [Gyro research shows B2B buyers want to feel 'confident optimism' when they form marketing relationships](#) — Contrary to popular belief, emotion does play a role in the B2B purchasing process, according to new research. B2B buyers want to feel "confident optimism" when connecting with companies about a potential partnership, and thought leadership (including blogging) is one of the best ways to create that feeling. (*B2B News Network*)



WHAT WE'VE BEEN DOING

We are celebrating the launch of our client [Lightfoot, Franklin & White's](#) brand-spanking-new website! As many of you know, new websites are complex projects, and we were honored to assist with the content portion of this redesign.

Check out the new site and let us know if you have questions about website content. We'd love to help.

CASE STUDY:

Read how our work with software-as-a-service (SaaS) leader Instructure helped the company enter — and succeed — in a new market.

[Learn More](#)



ABOUT US:

Reputation Ink is a content marketing and public relations agency for complex B2B industries.

We get you. And we'll make sure your clients do, too.

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