

LAW FIRM DIVERSITY:

How to **showcase** your efforts *(and not be fake)*



Hi Shelby,

The law is one of the least diverse professions in the nation. Yet it's widely accepted that diversity is good for business — it breeds innovation, discourages groupthink and fosters creativity.

And while the worst thing a law firm can do is to fake diversity, you *should* showcase your positive diversity numbers and (genuine) efforts to improve. In our latest blog post, Steven Gallo shows you how.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **Law firms must heed this GC warning: “If you want our business, diversify!”** — If you need to build a business case for diversity, this will help. Gerry Riskin summarizes an open letter penned by 170 general counsel and corporate legal officers from companies across the U.S., which warns law firms that they will redirect their outside counsel spend to firms with a record of diverse partnership promotions. (*Amazing Firms, Amazing Practices*)
- **Market positioning for law firms (part 1, part 2 and part 3)** — In this three-part series, Great Jakes tackles the positioning challenge that law firms today face. Part 1 examines a non-law firm example of highly effective market positioning, part 2 features law firm examples and part 3 covers positioning for lawyers, practices and industry groups. (*Great Jakes*)
- **9 ways you're ticking me off: A PR primer and 'Hey, journalists are infuriating, too.'** says PR pro to *The Careerist* — In her *Careerist* column, Vivia Chen sounds off on what annoys her about law firm PR people, and later, a “flack” responds. (*The American Lawyer*)

WHAT WE'VE BEEN DOING

After nearly two decades in marketing and PR, I recently had a first: I served as a guest on two podcasts, with several more to come. The experience has been enlightening.

First, I actually do know what I'm talking about! (I had the usual nerves about being interviewed in a way I wasn't accustomed to, but I was talking about what I know, so it turned out to be easy.) Second, podcasts are a great way to build relationships, demonstrate your experience and create content that can be repurposed.

If you're thinking about starting a podcast for your law firm, here's a [great overview on how to do it](#).



FREE GUIDE: LAW FIRM PR

In our latest guide, we pull back the curtain on the law firm media relations strategies and skills we've honed over the years, including developing media relationships, writing effective press releases, publicizing time-sensitive litigation victories, newsjacking and more.

[Learn More](#)

Want publicity for your law firm?

Download our **FREE PR GUIDE** to learn how

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

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