

Differentiate your law firm marketing with **PERSONALITY & A UNIQUE VOICE**



Hi Shelby,

Here's a test for you:

Take any law firm's website, newsletter or social media content and cover up the name of the firm. Can you tell who the firm is without the name? Can you tell what their values are or the sort of firm it is? Or does it sound like another ship in the sea of legal sameness, while (ironically) claiming to be different?

In this week's blog post, Steven Gallo writes about "tone of voice" — which isn't simply *what* you say, but also *how* you say it.

We were inspired to write about this topic after receiving an email from one of our clients. We didn't write the email (the firm's managing partner did), but it's one of the best communications we've seen from a law firm. It's entertaining, funny, personal and — most importantly — it's effective. When you're done reading the email, you'll know this firm hires top-notch (and likeable) associates.

Click below to read the post (which includes some of our client's email), and until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **When a critical spotlight shines on firms, keeping quiet doesn't help** — Dan Packel of *The American Lawyer* looks at the delicate balancing act that law firms face when scandals erupt. Saying too much — or too little — can have long-term implications. Packel reviews several recent law firm scandals and their public response. (*The American Lawyer*)
- **Who's getting left out as law firms race to rebrand?** — In another article by *The American Lawyer*, Patrick Smith argues that as law firms rebrand, they must consider the message that a new brand strategy sends to potential hires as well as current lawyers and employees. (*The American Lawyer*)
- **Media interview bridging: Stay on track** — We've long preached about the power of "bridging" to keep media interviews on track. (It's one of our tips in our [Media Interview Cheat Sheet](#): see below for details.) Bridging is a transition technique an interviewee can use to ensure key messages are conveyed in an interview. This article is an excellent overview of bridging, with real-life examples. (*Throughline*)



WHAT WE'VE BEEN DOING

My recent podcast interview on the *Lunch Hour Legal Marketing* aired last week. In the episode, [PR Guidebook for Lawyers: Best Practices for Boosting Your Firm's Reputation](#), I shared a range of law firm PR tips with hosts Gyi Tsakalakis and Kelly Street, from how to establish relationships with reporters, to real-life examples of Rep Ink clients who've had notable PR successes.

[Learn More](#)

MEDIA INTERVIEW CHEAT SHEET How to rock your next interview

Your PR agency has scored a high-profile media interview, and now it's your (or your attorneys') turn in the spotlight. How can you make the most of the opportunity? Download our Media Interview Cheat Sheet to prepare for — and succeed at — any interview.

[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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