



# THE ultimate LAW FIRM MARKETER holiday GIFT GUIDE

Hi Shelby,

If you're like me, you've spent the last month researching and buying gifts for others — your clients, your firm's attorneys and your family and friends.

But what about gifts for you, dear legal marketer? We've got you covered.

We've compiled the ultimate law firm marketer holiday gift guide for you to share with whoever might be buying YOU a gift. You can also treat yo' self or your fellow marketing colleagues with a few goodies on the list.

Until next time, happy marketing (and holidays)!

Michelle

[READ THE POST](#)

## WHAT WE'RE READING

If you're still shopping for others on your gift list (including lawyers), here are a few more gift guides that will help:

- [ABA Journal's 2019 gifts for lawyers guide \(ABA Journal\)](#)
- [Holiday gift guide for small firm lawyers \(LexBlog\)](#)
- [2019 holiday gift guide for creatives \(CreativePro\)](#)
- [Gift guide for attorneys who analog \(Attorney At Work\)](#)
- [Solo & small firm lawyers - fun & practical gifts \(Amazon list\)](#)
- [Holiday gift guide featuring products made by lawyers \(MyShingle\)](#)
- [The Oprah's favorite things 2019 \(O The Oprah Magazine\)](#)



## WHAT WE'VE BEEN DOING

As a member of the Legal Marketing Association (LMA) Communications Working Group, over the past few months I've been working with several other LMA members to better define LMA's brand story and improve the organization's communications effectiveness. The first step of our initiative is a survey to gather member feedback.

If you're an LMA member, you received a link to the survey in last week's *LMA Weekly*. You can also [access it here](#). It should only take 15 minutes to complete — and you'll be entered into a drawing to win complimentary registration for a 2020 pre-conference workshop at the annual conference or the new-and-improved LMA QuickStart® program.

The survey is also listed under the "My LMA" tab on the [LMA website](#). If you have any questions, please email [membersupport@legalmarketing.org](mailto:membersupport@legalmarketing.org).

### FREE GUIDE: LAW FIRM PR

In this guide, we pull back the curtain on the law firm media relations strategies and skills we've honed over the years, from developing media relationships to 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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