



Hi Shelby,

Personal referrals are the gold standard in law firm business development. So how can law firm marketers leverage them? Enter client testimonials.

By securing positive comments from clients that you can use on your firm's website and in proposals and marketing collateral, you extend the value of that referral tenfold. However, there are ethical pitfalls to avoid when asking for and promoting client testimonials.

In my latest blog post, I review ethical considerations surrounding client testimonials, including which clients to ask, whether a law firm can have a hand in writing or editing them, disclaimers and client consent.

Until next time, happy marketing!

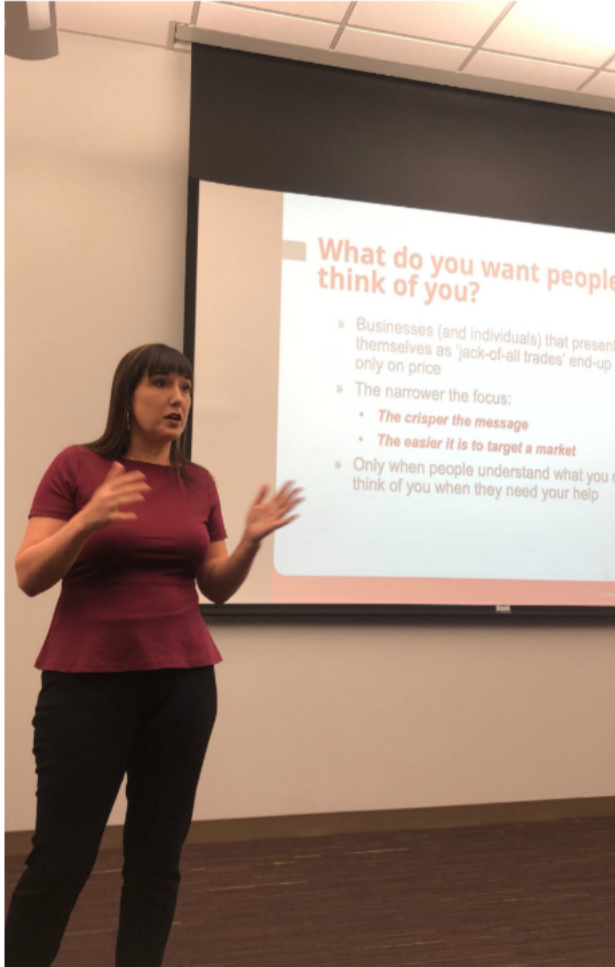
Michelle

[READ THE POST](#)

## WHAT WE'RE READING

- **Bad writing costs businesses billions** — I wanted to stand up, clap my hands and yell “*hallelujah*” as I read this article, which claims that bad writing is costing American businesses nearly \$400 billion every year. The author argues that writers should adopt what he calls “The Iron Imperative” — treating the reader’s time as more valuable than your own. (*The Daily Beast*)
- **Ethics and trial publicity** — This article reminds litigators that they cannot say whatever they want to the press and provides an overview of the rules in New York, which prevent lawyers from making statements that are likely to affect a party’s right to a fair trial by polluting the jury pool. (*New York Law Journal*)
- **2020 Report on the State of the Legal Market: From incremental change to revolutionary innovation** — The newly released report shows a “fundamental shift in the foundations of the legal market” as clients are increasingly playing a lead role in determining how legal services are delivered, consumed and paid for. (*Thomson Reuters Legal Executive Institute*)

## WHAT WE'VE BEEN DOING



I recently spoke to a group of engineers at Medtronic, the world’s largest medical device company, about personal branding in the digital age. As law firm marketers, our marketing and business development efforts are often focused on helping attorneys build their personal brands. I used this experience to help these engineers understand how writing articles, speaking at events and being active on social media can further their careers.

## CHECKLIST: LEGAL MARKETING & ADVERTISING ETHICS

Struggling to comply with state bar rules on law firm advertising? The key is to understand the basic premises that lie at the heart of the rules and let that guide you. Our checklist provides seven questions you should ask each time you create marketing collateral, website copy, advertisements and more.

[Learn More](#)

## ABOUT US:

Reputation Ink is a marketing and public relations agency focused on law firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.

## CONTACT US:

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