



Hi Shelby,

If you're in a major metropolitan area, then you likely have a local edition of the American City Business Journals. In Birmingham, Alabama, that paper is the *Birmingham Business Journal*.

We asked the *BBJ's* legal reporter, Angel Coker, how she finds story ideas and what she's looking for when working with law firm marketing and PR folks. Angel graciously answered our questions, giving invaluable insights you can use to improve your chances of being covered by your local business paper.

Read our Q&A interview with Angel by clicking below. Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **Will op-ed by Harvey Weinstein's attorney help or hurt him? — Before the guilty verdict came in, Harvey Weinstein's lead defense attorney published an op-ed in *Newsweek* asking jurors (and the public at large) to ignore the headlines about her client. This article explores the possible consequences of that move. (*Forbes*)**
- **40% of law firms now use industry groups—Here are 8 ways to turbocharge yours — While more and more law firms are creating industry groups, most are not equipping them for success. Here are eight ways to ensure your firm's industry groups attract marquee clients and fuel existing relationships. (*BTI's The Mad Clientist*)**
- **7 ethics questions to ask before marketing your law firm — I recently authored an article for *Law360* on seven key questions you should ask each time you create marketing collateral, website copy, advertisements and more to ensure you are complying with law firm advertising ethics rules. (*Law360*)**

WHAT WE'VE BEEN DOING

<p>Chapter 1</p> <p>How To Make Your Firm Stand Out From The Pack</p> <p>In this chapter, we cover niche marketing, media relations, PPC advertising, local SEO, and voice search.</p>	<p>Chapter 2</p> <p>Building A Website That Will Win You New Clients</p> <p>In this chapter, we cover homepage goals, the most important aspect of law firm websites, live chat, and case studies.</p>	<p>Chapter 3</p> <p>Creating Content For The New Decade</p> <p>In this chapter, we cover video marketing, what types of videos resonate most with new prospects, humor in legal advertising, and podcasting.</p>
<p>Chapter 4</p> <p>Generating New Business On and Offline</p> <p>In this chapter, we cover staying in contact with former clients, finding clients through social media, Instagram marketing, and building relationships with non-legal professionals.</p>	<p>Chapter 5</p> <p>Improving The Way You Manage Your Firm</p> <p>In this chapter, we cover the new client intake process, online reputation management, automated marketing, and networking with other attorneys.</p>	

We're answering questions! Questions from Answering Legal, that is.

The virtual receptionist and legal answering service conducted a survey to find out how attorneys are marketing their firms and featured insights from several legal marketing experts (warning: humble brag) including yours truly. [Read the e-book here.](#)

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](#)

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:

Reputation Ink
 P.O. Box 13190
 Jacksonville, FL 32206
 904-374-5733
www.rep-ink.com