



Hi Shelby,

Last week, numerous law firms joined a public conversation about race, justice and equality in the wake of the deaths of George Floyd, Ahmaud Arbery, Breonna Taylor and others.

Other law firms are likely weighing whether to join the conversation, and if so, how to do it in a way that is authentic, substantive and helpful.

Law firms have a powerful platform for social good. The legal industry has a long and rich tradition of pro bono work on behalf of the underserved. But it also has a history as one of the least diverse professions in our country.

If you are weighing your firm's response, I provide five things to consider in our latest blog post.

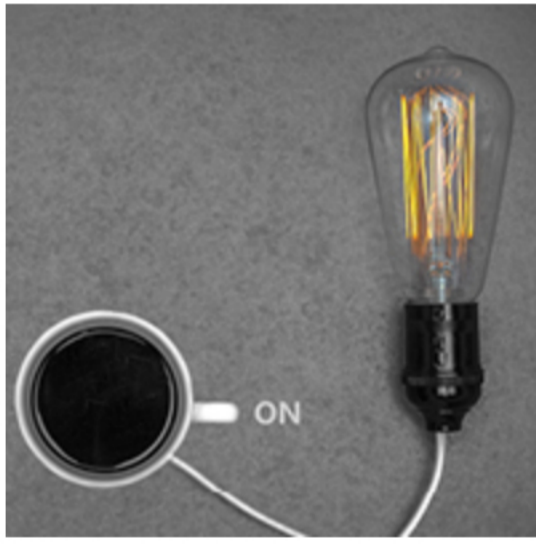
I'll leave you with a quote from Socrates: "Be as you wish to be seen."

Until next time, happy marketing.

Michelle

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6 ways lawyers can use downtime to build for the future

While some lawyers are busier than ever due to COVID-19, others aren't faring so well. For those attorneys, now is the time to focus on the labor-intensive marketing activities that form the foundation of any successful practice. Read more [here](#).



From blah to ah-ha! How to write law firm case studies that win new business

Many law firms' case studies (often just a list of "representative matters") aren't accomplishing their intended purpose. Here's how to write case studies that win new business. Read more [here](#).

WHAT WE'RE READING

- **[Actions are more important than words: brands receive mixed marks over #BlackLivesMatter messaging](#)** — Trevor Little examines the impact of brand messaging on the Black Lives Matter movement, as well as potential pitfalls. (*World Trademark Review*)
- **[Ben & Jerry's Black Lives Matter message sets the bar](#)** — Ben & Jerry's leadership in corporate social activism is a case study for companies looking to become more visibly active in their chosen causes. (*Medium*)
- **[Despite the crisis, "law is essential and never going out of fashion," says Ralph Baxter](#)** — Law firms were facing an urgent need to modernize before the COVID-19 pandemic. The pressure to innovate is now accelerating, says Ralph Baxter. (*Thomson Reuters Legal Executive Institute*)

**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:

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Promote your law firm *WITHOUT* breaking state bar rules

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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.

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