



Hi Shelby,

If one of your law firm's marketing goals is to stay top of mind with prospects, then a public relations effort is critical. But what happens when there's nothing going on worth pitching to the media? How can you earn media attention during those (inevitable) lulls in the practice of law, when big litigation victories or massive M&A deals aren't happening?

Great public relations pros don't sit around waiting to be told when there's news to announce. Instead, they are *proactive*. They create news angles and find ways to insert themselves (or their clients) into the news agenda.

If you'd like to be more proactive in your PR efforts, our favorite Canadian (and legal PR pro) has unveiled his tactics for sustained, proactive PR in this week's blog post.

Until next time, happy marketing!

Michelle

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While you should always try to get more mileage from media coverage by sharing it as widely as possible, you must do so in a way that does not violate the media outlet's copyright. Here's how to stay on the right side of the law while leveraging your coveted media hits.



**The hidden costs of cutting your legal marketing budget**

Marketing is often the first line item financial types like to cut when looking for cost savings. But there are hidden costs to doing so. In this article first published on the Legal Executive Institute's blog, we outline seven of them.

WHAT WE'RE READING

- **New Blogging Statistics: Blogging still works, especially for the 10% of bloggers who do things very differently** — Each year, Orbit Media asks more than 1,000 bloggers about their content and their process. The result is a wealth of valuable information on what works, from content length to frequency and more. (*Orbit Media Studios*)
- **20 questions toward achieving civic clarity in your writing** — Great content is the fuel that fires great marketing. Here are 20 questions to ask to ensure your writing doesn't render your marketing as useless as "a medical mask worn hanging from one ear." (*Poynter*)

**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 thought leader's) 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.

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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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