

IS THIS LEGIT?

A CHECKLIST to determine whether a ranking, list, award or PR opportunity is credible and worth your time »



Hi Shelby,

One of your lawyers received an email congratulating them on their selection to yet another top list, award or ranking. They forward the email to you: "Is this legit? Should we pay for it?"

Sigh...

Now you have to investigate the "opportunity," taking valuable time out of your day to investigate something you weren't even aware existed until now.

We feel your pain. That's why we've developed a new checklist to help you quickly separate the wheat from the chaff. Now, when you get the inevitable email asking whether something is legit, you can quickly check this list, determine your answer and carry on with your day.

Simply click the link below, fill out the form and we'll email you a copy.

As always, happy marketing!

Michelle

[DOWNLOAD YOUR COPY](#)

Related Posts



Attending virtual conferences: How to get value from a socially distanced event

After watching last week's Legal Marketing Association Annual Conference, we're all pros at virtual events, right? While many of us got our feet wet with the whole virtual conference thing, there are many more to come, as the pandemic looks like it will be with us until at least next summer.

To help you and your attorneys get more value from virtual events, we put together [this blog post](#) full of tips on how to come away with valuable insights and connections while attending a conference from your home office.

WHAT WE'RE READING

- **[Web content best practices: Our 22-point checklist for publishing high-performance articles](#)** — Not all content is the same. Some articles, blog posts or other content lead to a surge in web traffic, increased visibility and new clients... while others, well, don't. So what common traits do the high performers have? This 22-point checklist outlines the things you should include to ensure your piece of content is a high performer. (*Orbit Media*)
- **[These eight charts show how COVID-19 has changed B2B sales forever](#)** — As they say, we're facing a "new normal" in many areas of our lives, and business development for B2B law firms is no different. In short, digital is the wave of the future. (*McKinsey & Company*)
- **[Why it's easier to get broadcast coverage during a pandemic](#)** — An upside to COVID? It's easier to land broadcast interviews, as many TV stations now welcome remote interviews more than ever before. (*Muck Rack*)

WHAT WE'VE BEEN DOING



I recently spoke to several hundred CEOs of architecture, engineering and construction (AEC) companies about the value of thought leadership to generate new business, answering questions such as:

- What is thought leadership as a real marketing strategy?
- Why are so few firms leveraging the power of content marketing?
- How would a firm get started on this?
- What are the most common mistakes in this form of marketing?

These lessons apply to law firms as well. You can [view the video here](#) (skip to minute 28 to avoid a discussion on federal contracting).

GUIDE: HOW TO EVALUATE CONTENT MARKETING AGENCIES

Thinking about working with a content marketing agency to up your game? Looking for some writing, strategy or promotion support? It can be hard to find the right partner, but we've got you covered. Find out what to look for in an agency and how to pick the right one in this free guide.

[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