

Hi Shelby,

Halloween, step aside. The legal marketer's "scary season" is already well upon us. We are officially deep into *Chambers* season.



Never fear, my friends. Reputation Ink's legal rankings expert, Shelby Gambrell, is here to remind you of some best practices to make the strongest case possible for your firm. Read Shelby's post by clicking below.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

Related Posts



[Are ads and 'paid profiles' in legal directories worth it?](#)

While I see value in many legal awards and rankings programs, especially those with advertising-independent research processes and those done by credible media outlets, I see no value in buying advertising (including display ads and "enhanced profiles") in any legal directories out there. Here's why.



[Here's how to get general counsel's attention, straight from the horse's mouth](#)

According to five general counsel at the Legal Marketing Association's 2018 annual conference, the most effective way for law firms to get their attention is through high-quality, relevant and timely thought leadership content, in the form of client alerts, helpful articles and speeches. Chambers rankings are used as reference check, verification tool and tie-breaker.

Spill the Ink Podcast



[Managing Partner Series: Andrew Schpak, Barran Liebman LLP](#)

In this episode, I chat with Andrew Schpak, Co-managing Partner of Barran Liebman LLP, about hiring strategies and marketing for your law firm. Andrew discusses his firm's approach to diversity and inclusion, explains how to develop your expertise and offers pointers for getting everyone involved in the marketing plan. Plus, Andrew shares his tips for managing social media and building a personal brand.



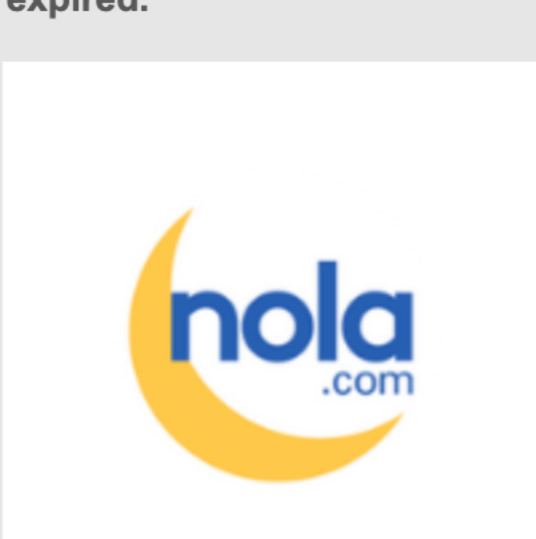
[Managing Partner Series: Eido Walny, Walny Legal Group LLC](#)

In another managing partner interview, I sat down with Eido Walny, Managing Partner, Founder and Estate Planning Attorney at Walny Legal Group LLC, to talk about strategies for developing your firm. Eido shares advice on leadership, social media trends and marketing tactics to help your firm build a better culture and attract ideal clients.

OUR CLIENTS IN THE NEWS

We achieve media coverage for our law firm clients every day, helping them build credibility and generate demand for their services.

This past month, we were honored to assist the Lamothe Law Firm in raising awareness about Louisiana's House Bill 492, which went into effect on August 1. The new law provides a three-year window for victims of child sexual and physical abuse to file claims, even if the statute of limitations has expired.



[New Orleans sex abuse survivor thought he'd never get chance at lawsuit before this rule change](#)

The Lamothe Law Firm filed the first child sexual abuse claims under Louisiana's House Bill 492, representing client John Lousteau in his case against Brothers of The Holy Cross Schools.



['Justice will prevail.' Man alleging sexual abuse at Holy Cross camp sues after filing restrictions lift](#)

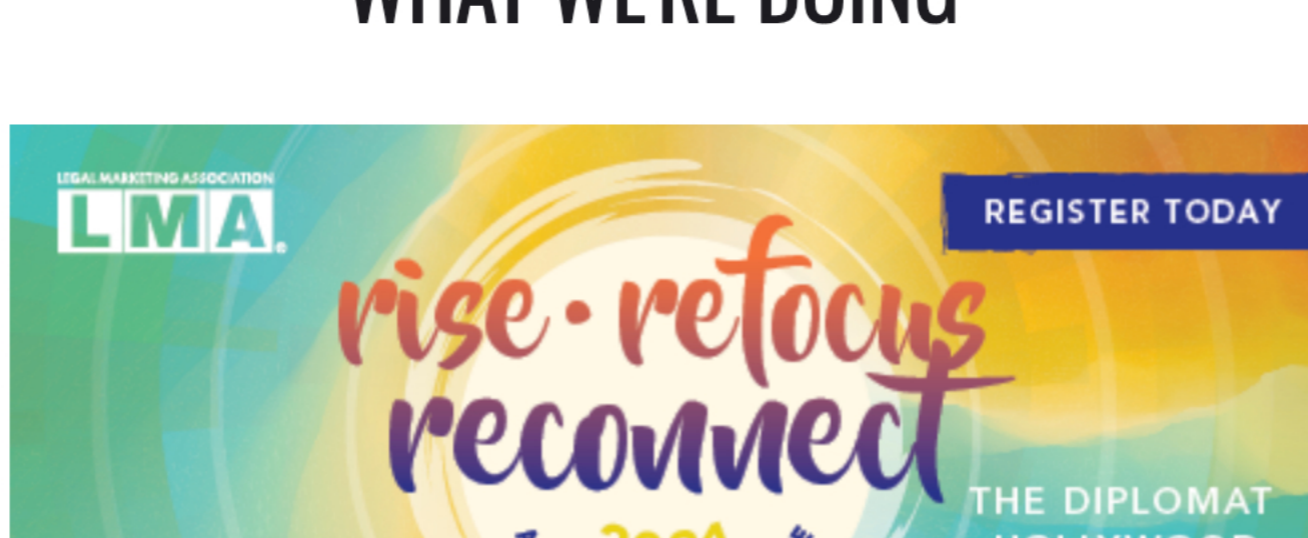
Due to the statute of limitations, John Lousteau had no recourse in his claims against Brothers of The Holy Cross Schools, even though the order had promised to make restitution. That can now be addressed due to the new law.

WE'RE HIRING



Want to work with a team that adheres strictly to a no-asshole rule? How about working from a home office on substantive, meaty topics? If you have strong writing, PR and storytelling skills, let's talk. [More information on our open position\(s\) here.](#)

WHAT WE'RE DOING



The [educational content lineup](#) has been revealed for the [2021 LMA Annual Conference](#) this October in Hollywood, Florida, and I'm excited to be part of it. I'll be speaking at the pre-conference session, "Harnessing the Power of PR," on content planning.

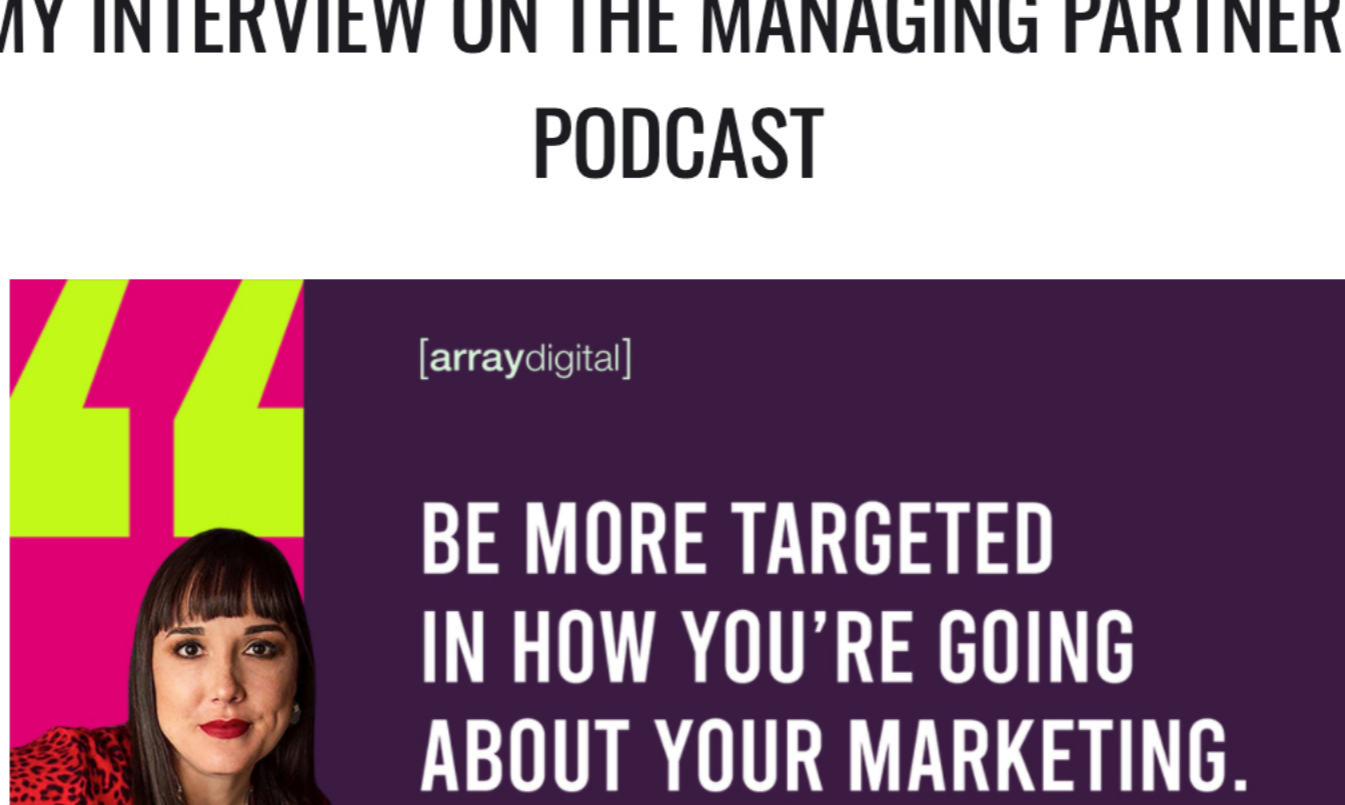
What: Pre-conference session, Harnessing the Power of PR: Defining priorities and telling clients' stories in an unpredictable and pandemic-recovering landscape

Where: In person at The Diplomat, Hollywood, Florida

When: October 22, 10 a.m. - 4 p.m. ET

Cost: \$595 members | \$695 non-members

MY INTERVIEW ON THE MANAGING PARTNERS PODCAST



I was recently a guest on The Managing Partners Podcast, talking all things law firm public relations. [Check out the episode here.](#)

ABOUT US: CONTACT 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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