



Hi Shelby,

It's Best Lawyers® season! While not nearly as spooky as Chambers season for law firm marketers, attorneys may have lots of questions about Best Lawyers given its popularity in the industry.

Nominations are due for the 2023 edition of Best Lawyers on December 10 (just a little over a month away), and our resident legal rankings and awards expert Shelby Gambrell has your back with any questions your attorneys might have. Check out her post on everything you need to know about Best Lawyers by clicking the link below.

Until next time, happy marketing!

Michelle

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**Related Posts**



[Chambers and Partners: Law firm submissions 101](#)

Chambers is a big deal. Firms can spend upwards of 60 hours on a single submission. Is it worth it for your firm? Shelby Gambrell provides insight into why Chambers submissions are important and how to do them right.



[Spread the cheer! How to do holiday marketing the right way](#)

Done tactfully and in line with the spirit of the season, holiday marketing can help your law firm maintain awareness while leaving a warm feeling behind that clients and prospects will remember all year long.

**Spill the Ink Podcast**



[Managing Partner Series: Aaron Y. Strauss of A.Y. Strauss](#)

In this episode of *Spill the Ink*, I interview Aaron Y. Strauss, Founder and Managing Partner of A.Y. Strauss, to talk about building your law firm's brand and culture. Aaron discusses how to succeed and adapt to changes as a young lawyer: what to look for when hiring your team, his social media tips for smaller brands and how to develop a culture that aligns with your firm's values.



[Managing Partner Series: Ken Levinson, Levinson and Stefani](#)

In another managing partner episode, I sit down with Ken Levinson, Founding Partner of Levinson and Stefani, to talk about the value of finding your niche and the best way to market your business. Ken discusses why having an area of expertise can help your practice thrive, the way that he uses social media and how to market your firm — even if you're not a marketing specialist. Plus, Ken shares his expert tips for adapting to the changing industry of law.

**OUR CLIENTS IN THE NEWS**

In addition to law firms, we help legal tech companies reach legal decision-makers through thought leadership in legal, business and tech media. Below are a few recent media opportunities we've secured for our legal tech clients.



[Associates Give Firms High Marks for Their Pandemic-Inspired Tech Transformation](#)

Our client Lexicon, a legal technology and services company, is quoted on the technology needed for remote work, including a dual monitor and work-designated cellphone.



[Guest Post: Why the Legal Tech Industry Needs a Human Touch for its GC Sales Process](#)

Client LegalEase, a legal tech and support services provider, penned an article on the need for a more human touch in the legal tech sales process, as many in-house counsel have expressed dissatisfaction with the sales approach taken by legal tech vendors.

**WHAT WE'RE DOING**



I was recently asked by Answering Legal to contribute to their three-part series on the state of the legal industry and what law firms will need to do to grow their practices in 2022.

See my thoughts on changes in marketing due to COVID, how to attract the right clients, whether you should write a book or start a podcast, how to achieve local media coverage and more.

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<p><b>ABOUT US:</b></p> <p>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.</p>	<p><b>CONTACT US:</b></p> <p><b>Reputation Ink</b>                  P.O. Box 13190                  Jacksonville, FL 32206                  904 374-5733  <a href="http://www.rep-ink.com">www.rep-ink.com</a></p>
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