

# CONTRIBUTOR NETWORKS AND BYLINED ARTICLE OPPORTUNITIES:

What lawyers and legal professionals need to know

Hi Shelby,

We may be (okay, definitely are) biased, but working with a seasoned legal PR agency is a surefire way for legal professionals to get in front of the right editors and reporters.

While we will always tout the benefits of connecting with the right agency to meet your PR goals, there are other ways to get some ink.

Contributor networks can provide niche opportunities for legal professionals who are willing to put in some non-billable hours to become a published thought leader. But how do you get started?

In [Eric Pesale's](#) latest blog post, he lays out what you should expect when participating in contributor networks as well as a list of opportunities to consider.

Until next time, happy marketing!

Michelle

[READ MORE](#)

## Related Posts



### [The legal tech professional's guide to legal tech podcasts](#)

By listening to legal tech podcasts, you'll stay in the know and remain competitive in this fast-changing industry. Learn more about a few of our favorites that any legal tech professional should add to their playlist.



### [A legal tech professional's guide to the media you must know: The bloggers and media outlets](#)

Securing coverage in trusted media outlets will help legal tech providers build their case before notoriously selective lawyers and other legal tech purchasers. Even though legal tech may seem very niche at first glance, a wide range of personalities and outlets cover it. Learn more about the bloggers and media outlets that legal tech companies should target as they plan their brand awareness initiatives.

## Spill the Ink Podcast



### [Niching and podcasting: Tools for attracting new legal clients](#)

In this episode of *Spill the Ink*, I chat with Robert Ingalls, the Founder of LawPods, to discuss the value of being niche-focused and how podcasting can be used to a firm's advantage.



### [Developing a strong strategic plan for your law firm](#)

In this episode of *Spill the Ink*, I interview Wendy Merrill, the Director of Strategic Consulting at Affinity Consulting Group. Wendy shares her experience working with law firms to develop strategic plans in the post-pandemic world, insight into what areas firms should prioritize during their strategic planning process, and what she sees attorneys commonly do wrong.

WE'RE GROWING!



Welcome to the team  
**ASHTON NICHOLS**

We're excited to welcome our newest team member, Ashton Nichols. A writer and creative who loves to tell stories that have impact, Ashton received the Julie Galvan Outstanding Graduate in Journalism Award in 2021 and is a former White House Correspondents' Association Scholar.

As a former business reporter, Ashton covered startups, venture capital, the energy industry and more. Her writing has been featured in The Dallas Morning News, The Columbus Dispatch, Cincinnati Magazine and The Ohio Center for Investigative Journalism.

Learn more about [Ashton!](#)

## 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](http://www.rep-ink.com)