



CASE STUDY:

CRAFTING

Attorney Bios that Instill
Trust, Build Relationships
and Boost Reputation

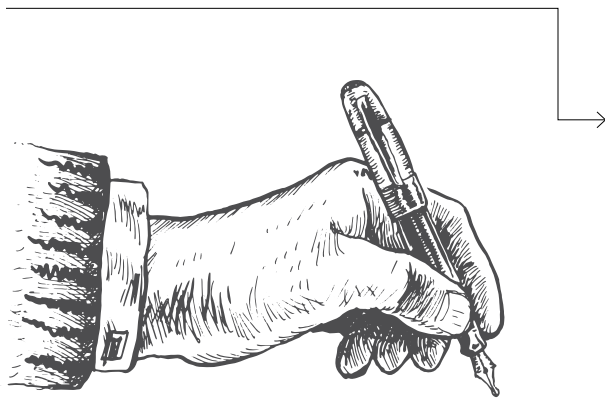


REPUTATION^{ink}

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Our Client:

Bilzin Sumberg Baena Price & Axelrod LLP (Bilzin Sumberg) is a high-profile, Miami-based commercial law firm with a range of clients, from ultra-high-net-worth individuals and investors to some of the nation's leading public and private companies. The firm has extensive experience in a variety of industries including finance, healthcare, hospitality, real estate, manufacturing, media and international tax law.



Challenge:

Bilzin Sumberg was revamping its website, including the messaging for its attorney bios—the most-visited pages on any law firm's website. It needed a specialized writing team that understood the complexities of the legal industry, knew how to ask the right questions and could get to the heart of what made each attorney unique.

The Bilzin Sumberg team was looking for:

- **Key themes incorporated into the bio messaging**
- **A compelling, yet concise “elevator pitch” format for each attorney bio**
- **Conversational Q&A sections that showcased each attorney's individual brand and gave clients a glimpse of what it would be like to work with the attorney**

Bilzin Sumberg's marketing team sought out a legal marketing firm that could “speak their language” and deliver on their precise vision.

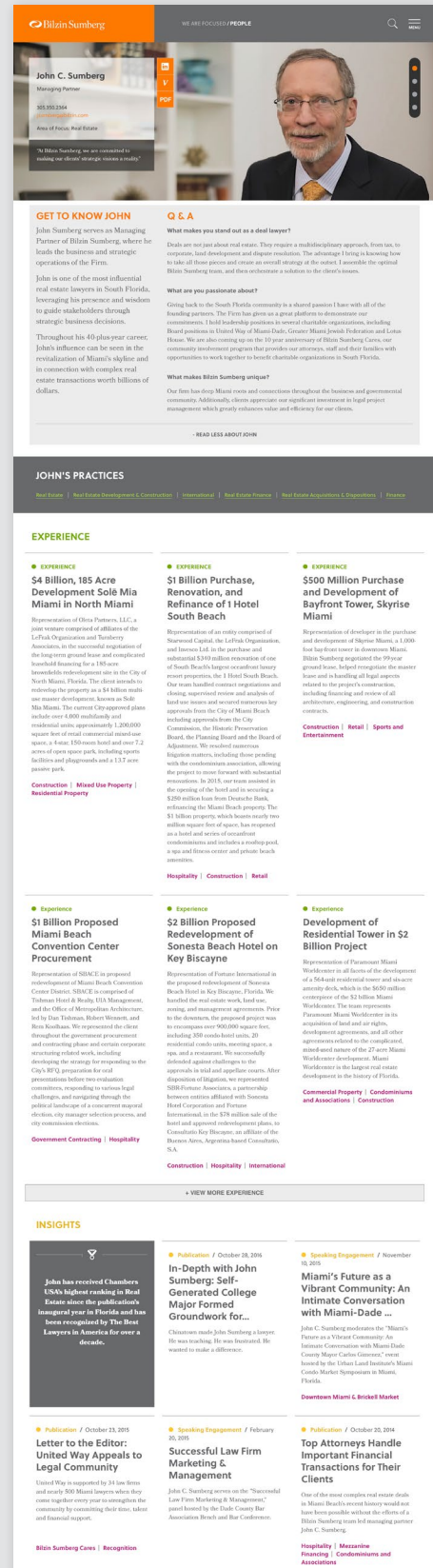
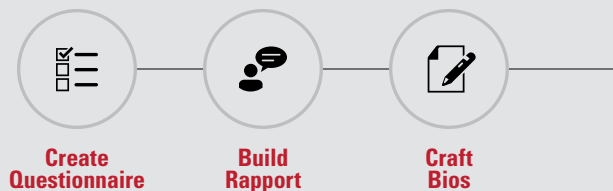
Our Solution:

Reputation Ink's goal was to craft messaging that matched the elite caliber of Bilzin Sumberg's practice and clientele, and to make the process as efficient as possible to accommodate the attorneys' caseloads.

We developed a strategy based on the firm's input and worked in tandem with the firm's marketing team to create a targeted questionnaire to prepare attorneys before meeting them in-person. Our team quickly built rapport with the attorneys, putting them at ease, and our legal industry knowledge earned their confidence and respect.

By applying our proficiency in The Florida Bar ethics rules, we crafted copy for a range of attorneys, such as the firm's [Managing Partner, John C. Sumberg](#), and the firm's [Tax and Estate Planning Chair, Richard M. Goldstein](#), that was both hyperfocused and compliant.

A seamless process—from interviewing and drafting to reviewing and editing—allowed us to deliver the project to the Bilzin Sumberg team comfortably within their deadlines.

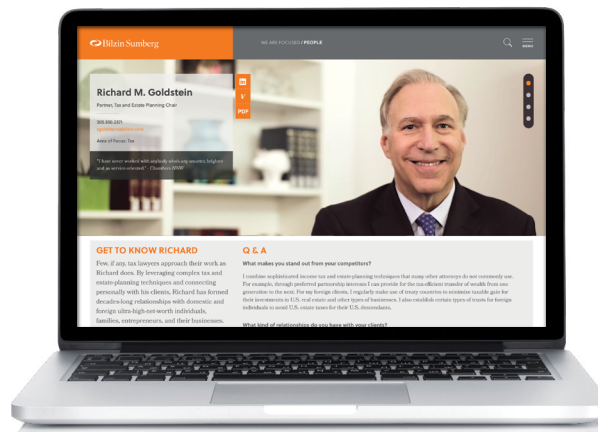


Results:

Bilzin Sumberg's new website successfully launched and has since achieved widespread recognition.



“Reputation Ink’s team possesses **KNOWLEDGE OF THE LEGAL PROFESSION** that few marketers and writers have. They understood and met our high expectations, and we were very pleased with their final product—**HIGH-QUALITY CONTENT THAT DIFFERENTIATES** our attorneys from the typical bios filled with laundry lists and legal jargon.” — Laura Galeano, Esq., the firm’s Chief Marketing Officer



The legal industry is built on trust—clients hire *lawyers*, not *firms*.

This is especially true for Bilzin Sumberg’s practice, which includes multimillion-dollar real estate deals, prominent celebrities and financial transactions that involve international regimes. Instilling confidence and the art of discreet negotiations are paramount, and after working with us, the firm’s attorney pages now exude those ideals.



Ready to work with a marketing firm with deep legal industry knowledge to develop high-quality content and secure high-profile media placements? Contact us at **904 374.5733** or info@rep-ink.com.