



A Legal
Marketer's
Checklist For

FINDING THE REAL STORY

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Ask These Questions Before You Pitch A Reporter, Draft A Bylined Article Or Publish Firm News.

In a rush? Here's the three-question version

➤ **Would anyone outside the firm care?**

➤ **Can we explain why it matters in one sentence?**

➤ **Is this about what changed — or just what we did?**

If you can't answer these questions clearly, your pitch **isn't ready yet.**



Who Cares?

Who is this actually for?

- If the answer is “mostly us” → stop.
- If the answer is “clients/market/industry” → keep going.

Ask this in meetings:

“Who outside the firm **actually cares** about this?”

Be specific. GCs? HR leaders? Fund managers? Founders? Commercial lawyers? “Other professionals” is not enough.



What's New?

Did something change, or are we just describing something?



Good:

- New ruling
- New risk
- New trend
- New behavior



Not enough:

- We wrote something.
- We did something.
- We exist.



So What?

Can I explain why this matters in one sentence, without mentioning our firm? If you can't, you don't have a story yet.

Adjust the angle to:

“How is the audience impacted because of this?”

Consider what's at stake. For example:

- Money
- Risk
- Timing
- Reputation
- Compliance
- Burden
- Deal certainty
- Litigation exposure
- Competitive pressure

Not: “Jane Doe will discuss...”

But: “A new law could make X harder, riskier, slower or more expensive.”



Are We Adding Insight Or Just Information?

Is this telling the reader something new, or just repeating what's already public?

If it's the latter → add:

- Interpretation
- Implications
- What happens next



Is There A Pattern Here?

Especially if we can't talk about the specific case, can we talk about what we're seeing across cases?

Ask attorneys:

- Are you seeing more of this, or is this a one-off?
- Is this coming up with other clients, too?
- What are you seeing more of lately that you weren't seeing a year ago?
- What's changed in how this issue is playing out?

Listen for:

- This is happening across multiple clients or matters.
- The type of problem is evolving (harder, riskier, more complex).
- Clients are bringing it up before attorneys do.
- What used to be rare is now routine.
- There's uncertainty or confusion in the market.

That's your story.



Is This Written In Plain English?

Would a smart, busy reader understand the point in a few seconds, or do they have to work for it?

Also, if it sounds like:

“We are pleased to announce...”

Start over.



Is This The Right Format?

Is this actually a media story?

Or should it be:

- A LinkedIn post
- A blog post or bylined article
- An award submission
- A client alert

Not everything needs to be a pitch.

If you're not sure, consider:

What do we want this to do for the firm?

- Get media coverage
- Build authority or credibility in a specific area
- Strengthen a reporter relationship
- Reinforce what we want to be known for
- Highlight the work we want clients to hire us for
- Demonstrate our strength to peers and competitors

Then choose the format **that achieves** that.



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