



The Legal  
Marketer's  
Rewrite  
Framework For

# EFFECTIVE CONTENT

REPUTATION<sup>ink</sup>

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# The Default

Most legal content starts like this:

- “Smith & Jones partner Jane Doe did XYZ...”
- “Our firm recently represented...”
- “Jane Doe authored an article on...”

**This tells the reader one thing:**



*This is about our firm,  
not you.”*

And that’s usually where they **stop reading**.



# The Rewrite

Effective legal content starts with:

- What changed
- Who it affects
- Why it matters (right now)
- Then – and only then – your firm's role



# The Formula

[Change/event/trend] **is creating** [risk/opportunity/problem] **for** [specific audience], **which means** [why it matters now]. [Your firm/lawyer] **is seeing** [insight/pattern/viewpoint].

## Examples

### Before:

“Smith & Jones represented a client in a significant wage-and-hour matter.”

### After:

“Employers are facing a growing wave of wage-and-hour claims tied to remote work and time tracking, raising the risk of costly litigation – and defense lawyers say the cases are getting harder to dismiss early.”

**Before:**

“Partner Jane Doe comments on new SEC disclosure rules.”

**After:**

“A new SEC rule could force private funds to rethink how they disclose fees and expenses, increasing compliance pressure and legal risk for managers, and lawyers say many firms are not fully prepared.”

**Before:**

“Our team advised on a cross-border investigation.”

**After:**

“Cross-border investigations are becoming more complex as regulators coordinate across jurisdictions, creating new exposure for companies operating internationally, and lawyers say timelines and costs are rising.”



If your firm's content  
still starts with "we"...

**YOU'RE  
NOT  
ALONE.**

Want help reframing your firm's expertise into  
content that actually resonates with clients,  
reporters and the market?

Learn more at [rep-ink.com](https://rep-ink.com) and connect with us to  
start rewriting your approach.

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