

# A Legal Marketer's Guide to Pushing Back Constructively

## How to say “not like that” and suggest something better

It's a position every legal marketer has been in. Someone at the firm is excited about something, and it feels important. Their instinct is to send it into the world via a press release, media pitch or announcement.

But... you know the idea won't land. At least, not in its current form.

That means you need to push back — not to be difficult, but to apply the judgment and experience you were hired to bring. The goal isn't to shut ideas down, but to make them stronger.

Here's how to help a law firm move from “We should say something,” to “We should say something that matters to our target audience.”

## 1. Start with the outcome

Before reacting, clarify the goal:

- “What do we want this to achieve?”
- “Is the goal coverage, visibility or positioning?”

## 2. Anchor in the audience

Help the attorney view the idea through the eyes of your ideal audience by asking:

- “Who would we want to read this?”
- “Why would they pay attention to this right now?”
- “What does this actually change for them?”
- “Why would someone stop what they're doing to read this?”

### 3. Reframe rather than reject

Instead of saying “this won’t work” or “this isn’t news,” try:

- “We may get more traction if we...”
- “This could be stronger if we framed it around...”
- “What might make this land is...”

### 4. Offer a better option

Effective pushback always includes what to do instead. Provide an alternative path forward, such as:

- “This may not land as a media story, but it could work well as a bylined article.”
- “We could position this as a trend we’re seeing across matters.”
- “This might be better suited for LinkedIn or a client alert.”

If you’re getting resistance, ground your point:

#### In experience:

- “What we’ve seen is that this type of story doesn’t typically get picked up without a broader angle.”

#### In outcomes:

- “If we want coverage, we’ll need to lead with the impact rather than the announcement.”

#### In the audience:

- “Our target clients are more likely to respond to X than Y.”

When you feel pressure to just move forward, ask: “What’s the strongest version of this?”

Then lead with that.