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LEGAL MARKETING

Getting Extreme Mileage Out of Your Speaking, Writing Efforts

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My clients know that I love the phrase “four bangs for the buck.” For decades I have been preaching that every expenditure of non-billable marketing time spent writing an article or preparing a speech should be repurposed at least four times to get maximum exposure and reap the most possible opportunities. Now I am here to say that my new expression should be 13 bangs for the buck.

What exactly do I mean? Let’s use as an example the speech you just gave to a local trade association last week. Watch out: Here come the bangs.

- Bang: Take that speech and repurpose it into an article. See if a trade industry your clients are members of will publish it in their newsletter/magazine or if there is another business-focused publication that will take it.

- Bang: Take that speech and change it into a client alert (no more than three paragraphs free from legalese) that all the attorneys in your firm can send to clients of the firm. Importantly, the last paragraph should address the “why should I care/how will this affect my business or life” wild beast.

- Bang: Repurpose the speech into a letter to referral sources letting them know you have just spoken on the topic and would be happy to speak to their key clients if interested—for free. Investigate ways to give their clients CLE if they need it.

- Bang: Take the speech and distill what is the “real news” in it and share it with local/national or trade reporters who cover that beat.

- Bang: Issue a press release about your speech to the local legal, business and news media as well as your alumni publications. Place the press release on your firm’s website and social media outlets (Facebook, Twitter and LinkedIn pages) with your photo.



Anyone tired yet?

- Bang: Update your firm and LinkedIn bios with news of the speech (and article once it is published). Share an update that offers to do the presentation for anyone you are linked with in the future at their place of business.

- Bang: Send a note around your firm indicating that you have given the speech and that you are happy to do it for other clients of the firm at their place of business. Make mention of it in the firm newsletter. If your website has a “Speaking Requests” or “Speakers Available” window, certainly add mention of it there.

- Bang: Write your law school dean and offer to do the speech for current students/faculty or anyone else he or she suggests. Staying in touch with your alma mater is good visibility for you (yes, professors and the law school administration staff can be referral sources) and can help in your firm’s recruiting efforts.

- Bang: Send the handout from your speech to clients with a personal note—preferably handwritten. Let the client know “why should they care/how your knowledge on the subject could help them” in the very short note.

- Bang: If your firm has a “year in review” letter that goes to clients, make sure mention of your speech is in there.

- Bang: Consider doing a podcast or webinar of the talk for firm clients. These are usually very inexpensive and clients appreciate their convenience. If you do this, promote the heck out of it online and via e-blasts to clients and a press release to the relevant trade industry periodicals. Add the podcast to your firm website. Have the webinar taped and add it to your website.

- Bang: Consider doing a 90-second video of your talk’s highlights that can be posted on YouTube and on your website. Remember that Google loves YouTube video. Most of the law firm informational videos I have seen are boring talking head formats. Consider using a first rate videographer and some B-roll footage to add interest.

- And bang: If you have a blog, blog about the speech.

Now remember, the exact same to-do list applies to an article or book you have written. The idea is to squeeze every drop out of the initial non-billable effort. Now is the time not to shy away from opportunities to credential yourself. Keep this checklist handy and get the maximum bang for your marketing efforts. I am rooting for you.

Stacy West Clark has been helping lawyers and law firms expand their practices for more than 25 years. She is a former attorney with Morgan, Lewis & Bockius and was the firm’s first marketing director. She is president of Stacy Clark Marketing, www.stacyclarkmarketing.com, a firm that helps law firms grow their businesses

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