



Hi Michelle,

You've secured a high-profile media interview for one of your attorneys — and they blow it.

We've all been there. (*Yep, it's happened to us, too.*)

There are many ways to blow a great media opportunity, but lawyers tend to revisit the same common mistakes again and again. To help your attorneys **avoid these frequent pitfalls** and become the media stars they are destined to be, check out our latest blog post by clicking below.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **5 questions chief revenue officers should ask to determine the value of PR** — Showing ROI for PR efforts can be challenging. So how can you tell if you're getting the value you need from your PR? Here are five questions to ask. (*B2B News Network*)
- **Tips for training thought leaders to think beyond the interview** — While nailing the interview is critical, it's also important for your attorney thought leaders to understand the wider media landscape and how PR works. Here are tips for helping them understand the newsroom and a reporter's point of view. (*PR News*)
- **The rise of the curated feed** — As our social media feeds have become packed with political arguments, sponsored content and ads, more people are creating and participating in private groups. What does this trend mean? While there will be less visibility into what people are doing in their private groups, marketers should focus on creating high-quality content that people will want to share in them. (*{grow}*)



WHAT WE'VE BEEN DOING

Our own art director, [Sharon Obeso](#), recently led a class on Adobe InDesign for the [Society for Marketing Professional Services](#) (SMPS) of North Florida, our local professional group for architecture, engineering and construction marketers. Sharon is the creative mastermind behind all of Reputation Ink's design projects and is one of our city's most talented art directors (if we do say so ourselves).

As content marketers and PR pros, we are word people at heart, but we also know the importance of great design in effective communication. We were proud to share Sharon's knowledge and expertise with our fellow marketers.

FREE GUIDE: Law Firm PR

In our latest guide, we pull back the curtain on the law firm media relations strategies and skills we've honed over the years, from developing media relationships to writing effective press releases, publicizing time-sensitive litigation victories, newsjacking and more.

[Learn More](#)

Want **publicity** for your law firm?

Download our **FREE PR GUIDE** to learn how

Law Firm PR: The Definitive Guide to Getting Your Firm NOTICED

ABOUT US:

Reputation Ink is a content marketing and public relations agency for complex B2B industries.

We get you. And we'll make sure your clients do, too.

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