

How to become a legal public relations star: **BE LIKE JACK**



Hi Michelle,

It's frustrating.

Some lawyers are quoted over and over again. In *The Wall Street Journal*, *The New York Times*, on MSNBC with Brian Williams.

Your attorneys storm into your office, demanding to know why THEY aren't the ones getting all the media love. They are more qualified than the attorney who is in the article for goodness sake!

I could lie and say it's easy. It's not.

But when you pair the right attorney with the right PR firm, the results can be damn near magical.

Take, for example, our work with a white-collar criminal attorney in Birmingham, Alabama, who has become a national go-to media source on the Mueller investigation into President Trump.

Learn how we did it by clicking the link below. And until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **[The Evolution of Content Marketing: 3 Lessons for Your Marketing Strategy](#)** — Remember the early days of content marketing, when it was sacrilegious to mention your company or firm's name in your content? Well, people change, and so should marketers. (*Digital Doughnut*)
- **[6 Tips for a Successful Marketing Automation Implementation](#)** — I had the pleasure of speaking at the [Legal Marketing Association Southeast Conference](#) two weeks ago on marketing automation for law firms, so this topic is top of mind right now. The folks at Circle S Studio detail how to get started if you're new to marketing automation in this blog post. (*Circle S Studio blog*)
- **[Talk Triggers: The Complete Guide to Creating Customers with Word of Mouth](#)** — I eagerly read everything Jay Baer writes and he's recently published an [exciting new book](#). I just hit the order button on Amazon, and thought you might want to check it out, too.

WHAT WE'VE BEEN DOING

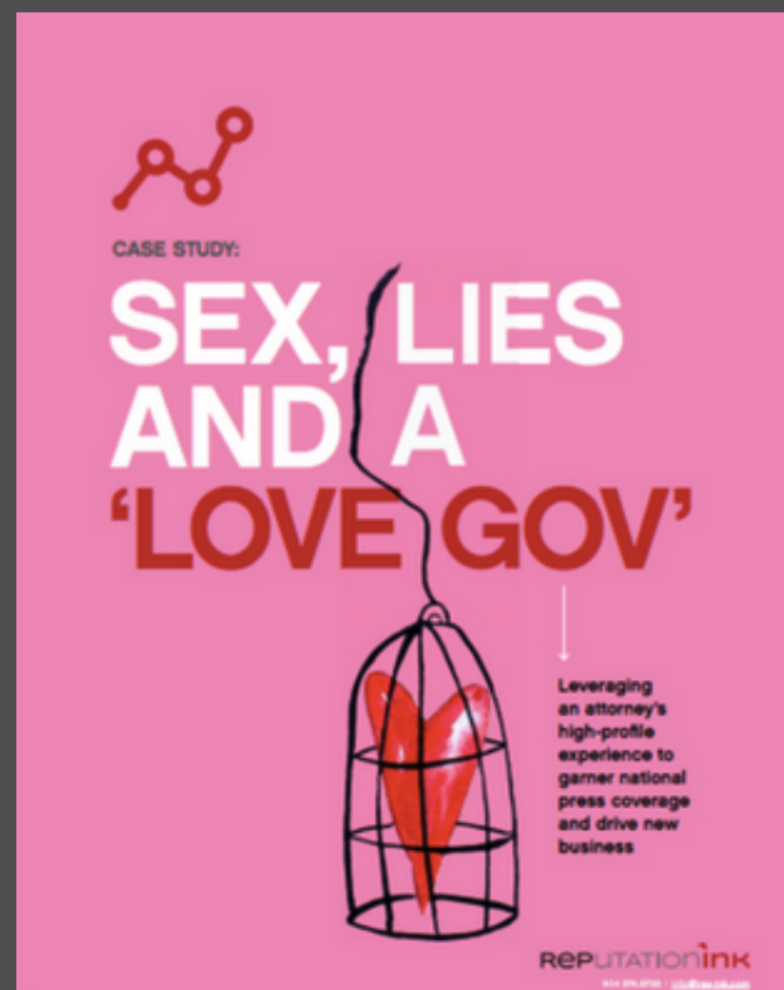
We have a celebrity in our midst.

Well, that might be stretching things some, but we were very proud of our content marketing manager, Steven Gallo, when he was asked recently to serve as a judge for a local TV station's special program, "[More to the Story](#)." The program gives First Coast News journalists an opportunity to tell the story behind their stories, detailing how they were produced and their significance. [Read more here](#).

CASE STUDY: THE LOVE GOV

Get the insider story on how we leveraged one attorney's experience as special counsel to become a national media commentator on the Mueller/Trump investigation.

[Learn More](#)



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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