



Hi Shelby,

Several years ago, I set out to become an industry speaker to promote Reputation Ink's public relations services to prospective clients. I've now spoken to many professional organizations at the local, regional and national levels and can attribute those speaking engagements to winning several new accounts.

Securing speaking engagements is one of the most effective ways for attorneys to showcase their knowledge and get in front of prospective clients. However, the higher-profile speaking engagements are competitive and are often monopolized by just a few of the top professionals in any given industry. That's why you must work hard to stand out.

In my latest blog post, I share the lessons I've learned in my own process of securing speaking opportunities that any lawyer can use to book their own gigs.

Until next time, happy marketing!

Michelle

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Related Posts



[How law firms can win the talent war with public relations](#)

While money is an important way to lure in associates and even lateral partners, firms that focus solely on this one thing might be ignoring a powerful secret recruiting weapon: public relations. That's because the first step any potential new hire will likely take after hunting for salary and bonus information will be to do a Google News search on the firm's name to see what comes up.



[Attending virtual conferences: How to get value from a socially distanced event](#)

While some events are back to an in-person format, many are still being held virtually (or feature a hybrid option). Here's how to get the most out of attending an online event.

Spill the Ink Podcast



[Managing Partner Series: Jamie Rubin, InfoLawGroup LLP](#)

In this episode of Spill the Ink, I spoke to Jamie Rubin, Partner at InfoLawGroup LLP, to discuss how a small law firm can find success. Jamie discusses how he found his niche, the importance of communication with clients and different ways to market your business.



[Building Your Personal Brand Through Networking and Business Development With Steve Fretzin](#)

Steve Fretzin, President of FRETZIN, INC., shares advice on personal branding through business development, tips for time management (and other things that law school didn't teach) and how to leverage digital networks. Plus, Steve reveals his process for helping lawyers find their niche.

OUR CLIENTS IN THE NEWS

We achieve media coverage for our law firm clients every day, helping them build credibility and generate demand for their services.

As the high-profile Elizabeth Holmes trial began in early September, we positioned attorney Jack Sharman, a partner with Lightfoot, Franklin & White, as an expert source. Holmes, founder of the now failed biotech company Theranos, faces criminal fraud and conspiracy charges for allegedly lying about the capabilities of her company's technology.



[The New 'CSI-Effect' Takes Center Stage in Elizabeth Holmes' Criminal Fraud Trial | The Recorder](#)

As the trial kicked off, *The Recorder* (published by American Lawyer Media) turned to Sharman for a legal perspective regarding the influence on juries of today's streamable true-crime content and whether jurors' decision-making is affected by realizing they are involved in the next chapter of a scandal. He also discussed whether the judge in the case might consider this when weighing requests to dismiss a potential juror.



[Can Elizabeth Holmes' Domestic Abuse Defense Work in Theranos Fraud Trial? | Analysis](#)

Sharman was also quoted in a recent article by *TheWrap* about the viability of Holmes' domestic abuse defense. "Most white-collar defendants are middle-aged white men. A young female defendant is unusual, so that may cause the government and the defense to rethink some narratives in what is best for them," he told the publication.

WHAT WE'RE DOING



I will be speaking at the Legal Marketing Association's 2021 Annual Conference at the pre-conference session on "Harnessing the Power of PR." The session, Oct. 22 from 10 a.m. to 4 p.m., will feature a range of speakers covering topics such as media relations, internal communications, crisis communications and content strategy. I will serve on a three-person panel and present on the role of knowledge extraction in attorney thought leadership. I hope to see you there!

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