



Hi Shelby,

It's a frightening time of year. And I'm not talking about that regrettable Halloween costume choice you made years ago that still haunts you.

It's budget season: a time when many marketers (who went into the field in the first place because they hated math) must embrace the spreadsheet.

But budgeting doesn't have to be scary. In fact, the process can force you to analyze past performance, set priorities for the coming year and provide your team the guidance — and resources — they need.

In my latest blog post, I cover five pitfalls to avoid so you can bravely face those budget ghouls and goblins.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

## WHAT WE'RE READING

- **Differentiating the practice area or industry group in a midsize law firm** — With more and more practice areas and industry groups asking to be “branded,” law firm marketers are faced with a new challenge. Learn how they are meeting it in this article. (Subscription required) (*The Mid-Market Report*)
- **CMOs find new life with future rainmakers** — More than a quarter of CMOs say “spotting and nurturing future rainmakers” is their strongest skill, according to BTI Consulting Group. These rainmakers are looking for coaching on client meetings, networking, converting their ideas on helping clients into action and pitching new work. In this article, BTI offers advice for CMOs on how to increase these relationships. (*The Mad Clientist Blog*)
- **Stop investing in content and start investing in consistency.** — Michael Brenner argues that consistency is becoming the #1 differentiator in content marketing. According to Brenner: “The best way to keep [your audience] coming back for more is to stick to a regular publishing schedule so they know when they can expect new content from you.” (*Marketing Insider Group*)



## WHAT WE'VE BEEN DOING

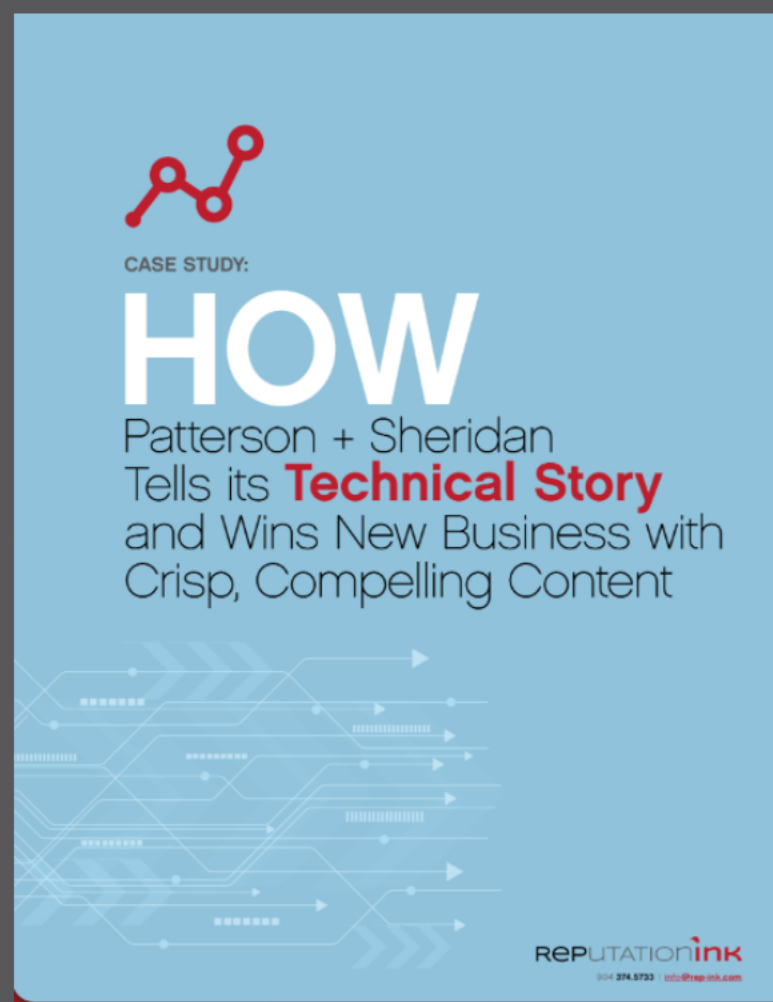
The Jacksonville Legal Marketing Association group met this month for our quarterly lunch-and-learn. We enjoyed a presentation from Heather McCullough of Society 54 on business development strategies for lawyers.

Heather's presentation is available to [view here](#) and includes helpful tips for attorneys on developing a value proposition, targeting ideal clients, credentialing and using social media to elevate their personal brands.

### CASE STUDY: TELLING A TECHNICAL STORY

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