



Hi Shelby,

If you want to hide under your desk when the word “Chambers” is muttered around your office, you’re not alone!

In the swirl of tasks, calls and to-do’s that surrounds in-house legal marketers, *Chambers* can be a swear word as it invokes images of lengthy submissions and reference vetting.

Is it worth it?

We think so, and for good reason. Check out Kevin and Shelby’s latest to learn why we encourage our legal clients to participate in *Chambers and Partners* annual submissions.

Until next time, happy marketing!

Michelle

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[8 reasons law firms should work with a specialist legal marketing & PR agency](#)

When we tell you the importance of working with a specialist legal marketing and PR agency, we can hear you pulling out your salt shakers to add a grain. Of course we think that! It’s our job. But we have the rationale to support our claim. If you’re looking for specialized support for your legal marketing efforts, check out Ashton’s latest blog post.



[The do’s and don’ts of lawyer cross-marketing during PR opportunities](#)

Let’s say your law firm’s publicist secures you a guest appearance on a leading podcast that caters to one of your primary practice areas. It’s the day of the podcast, and of course, you’re nailing every question and hitting your talking points — all while showcasing your extensive legal experience and knowledge. As you close out of your Zoom room and throw on a more casual top, some nagging questions cross your mind: “Should I have talked about my colleague’s case? Did I miss a big opportunity to promote other attorneys at my firm?”

Spill the Ink Podcast



[Shifting mindsets: Scaling your law firm business as a female owner](#)

Intricate gender dynamics exist in a lot of industries, but they’re especially prevalent in male-dominated fields like the legal profession. How can female law firm owners approach their growth strategy to navigate these challenges and achieve success? In this episode of “Spill the Ink,” Wealthy Woman Lawyer CEO Davina Frederick shares how she coaches her clients to do exactly that.



Our Rep Ink team is looking to grow! If you know someone who matches the below qualities for a Rep Ink Account Coordinator, give them our info.

Our ideal candidate:

- Relishes the idea of working from a home office while doing strategic, high-impact marketing and public relations work for some of the nation’s leading law firms, architecture, engineering and construction (AEC) firms and B2B companies
- Is a news junkie who loves the art of storytelling
- Works well with a tight-knit group of colleagues who strictly adhere to a no-asshole rule

Learn more [here](#).

<p><b>ABOUT US:</b></p> <p>Reputation Ink is a marketing and public relations agency focused on law firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.</p>	<p><b>CONTACT US:</b></p> <p><b>Reputation Ink</b>                  P.O. Box 13190                  Jacksonville, FL 32206                  904-374-5733  <a href="http://www.rep-ink.com">www.rep-ink.com</a></p>
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