



# HOW TO GROW your law practice with a podcast

Hi Shelby,

“What the world needs is another podcast,” said not a single soul in 2023.

Now, the same could be said for e-newsletters and yet here we all are together.

Rep Ink feels about podcasts the way we do about all content: When done correctly, they can serve as a powerful tool to grow your law firm.

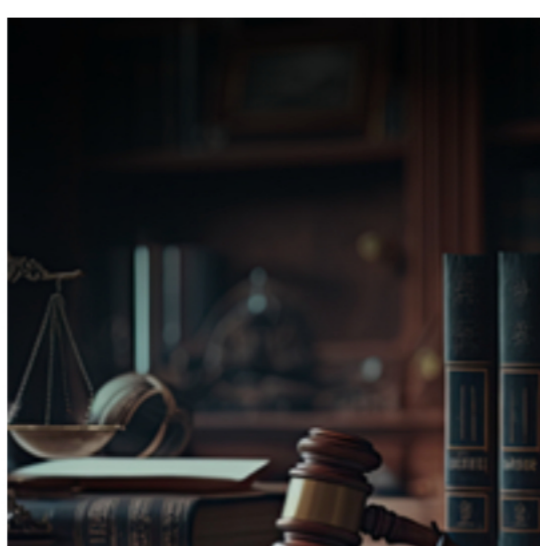
I started our agency’s award-winning podcast, “Spill the Ink,” almost three years ago and have learned a lot about the benefits of podcasting.

For firms interested in learning how podcasting can serve as a networking and business development tool, check out Ashton’s latest blog post where she interviewed me for my biggest learnings.

Michelle

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## Related Posts



### [How law firms can utilize Mansfield certification to drive diversity and inclusion initiatives](#)

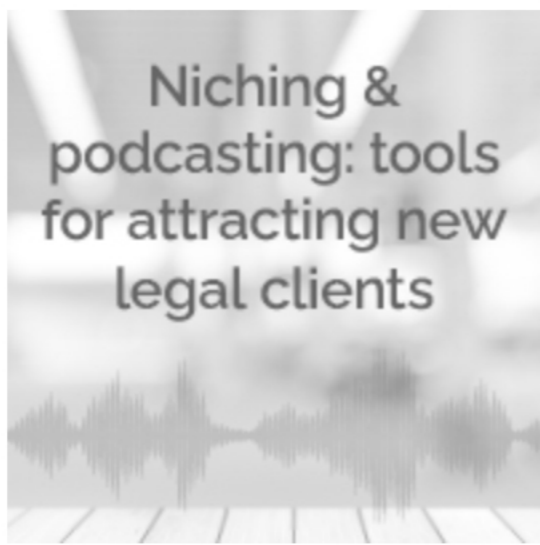
Law firms continue to focus on diversity, equity and inclusion efforts, and clients are taking notice. One prominent initiative attracting the participation of more and more firms is the [Mansfield Rule Certification](#), created by Diversity Lab. This certification “aims to promote diversity and inclusion by ensuring equal opportunities for underrepresented groups in leadership positions within law firms and legal departments.” Yes, it’s the right thing to do. But why should law firms focus on these external recognitions of in-house efforts? And what is the path to certification?



### [Chambers and Partners: Law firm submissions 101](#)

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.

## Spill the Ink Podcast



### [Niching and podcasting: Tools for attracting new legal clients](#)

In this episode of “Spill the Ink,” I sit down with Robert Ingalls, the Founder of LawPods, to discuss the value of being niche-focused and how podcasting can be used to a firm’s advantage.



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I’m proud to share that we’ve been [named to the Jacksonville Business Journal’s list of the 50 fastest-growing companies in Northeast Florida](#).

The list includes companies that have seen their revenue grow the most on a percentage basis since 2020 as well as those that have seen the largest dollar-volume increase.

The past few years have been an exciting time for us as we’ve grown and taken on new clients while continuing to serve our long-term clients who’ve been with us for many years. I’m proud of our team’s work and look forward to continuing to grow while remaining true to our values and tight-knit culture.

<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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