



Hi Shelby,

Welcome to 2021! We made it and everything is back to normal, right? No more masks, social distancing, hand sanitizer and long swab thingies shoved up our noses.

Oh how I wish that was the case.

While this shiny new year doesn't erase everything that happened last year, it does give us an opportunity to reflect, lick our wounds and learn some valuable lessons from the-year-that-shall-not-be-mentioned.

In a recent article for the Daily Business Review, I offered four lessons from 2020 that you can take into 2021 to improve your law firm's marketing and PR.

Even if you don't have a subscription, you can read the full article by clicking below.

Until next time, happy marketing!

Michelle

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Related Posts



Attending virtual conferences: How to get value from a socially distanced event

Like it or not, our close personal friendship with Zoom is far from over, as many events are still canceled until at least later this year and maybe beyond. Thus, it's important to get the most out of virtual events. Here's how.



From blah to ah-ha! How to write law firm case studies that win new business

If you're working on your content plan for 2021, case studies are sure to make an appearance. However, not all case studies are created equal. Some are just blah, while others win new business. Here's how to get from blah to ah-ha!

WHAT WE'RE READING

- **The lawyer's complete guide to 2021** — We're tooting our own horn a little since we're featured in this guide, but we wouldn't recommend it if it weren't valuable information. *(Answering Legal)*
- **Top 10 episodes of the Legal Mastermind Podcast for 2020** — Some more horn-tooting! We're featured in this round-up of the best podcast interviews in 2020, and we're in some pretty good company. *(Market My Market)*

WHAT WE'RE DOING

Since you're on our email newsletter list, you received our holiday video. But we think it's worth sharing again, in case you were just too #overit to view yet another holiday message (we understand).



Lots of good things happened last year, and we didn't want those to go ignored. We hope you enjoy the good memories we collected in the video.

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IS THIS LEGIT?
A checklist for determining the credibility of rankings, awards and lists

Congratulations! You've received an email saying you've won an award, been named a "top" or "best of" list or have been chosen for an "exclusive" profile. Sounds amazing, right?

Unfortunately, this is an area rife with fakes, scams and hidden fee schemes. So how can you tell if an opportunity is both worth your valuable time and not a scam?

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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.

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