



Hi Michelle,

Ever had exciting news that you'd love to share, but you couldn't because you promised you wouldn't say anything? Or your friend tells everyone before you get a chance to and they tell the story all wrong?

Litigators feel this way all the time about their courtroom wins.

Either their clients don't want press coverage, or reporters file stories the minute a ruling is handed down and neglect to mention the law firms involved, or litigation stretches on for years, or... well... you get the picture. Promoting litigation wins can be a tough nut to crack.

But there *is* a way to pry open that tough nut. Learn three simple ways to showcase your firm's prowess in the courtroom by clicking the link below.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **[The Definitive Guide to Email Deliverability](#)** — Email marketing is one of today's most effective legal marketing strategies, but it's not easy. You spend hours, days, weeks, even months creating, writing and distributing your email campaigns, newsletters and alerts, and then people don't receive it. *So. Frustrating.* Learn how to improve your deliverability in this guide. (*SendX blog*)
- **[The Readability Formula: Making Your Website Easy-to-Read](#)** — The design of your text (think: font size, line length and spacing between lines) dramatically impacts the likelihood of your audience actually reading it. So make sure you know what works best for readability. (*Kick Point blog*)
- **[6 Great Examples of Brands Using Twitter Effectively](#)** — Law firms all sound the same online. You know this. We know this. But law firms' fear of being personable and creative online is going to harm them, as brand voice becomes more important than ever to standing out online. Here are six brands standing out on Twitter that you can learn from. (*Search Engine Journal*)

WE'RE GETTIN' OUR CHRISTMAS ON

It's that magical time of year... and I'm not talking about Halloween. We are deep into holiday card and gift planning, and if you haven't started yet, now is the time.

To get your creative juices flowing, here is an [oldie-but-goodie blog post](#) with some tips and ideas. In addition, here are several of our past cards:

[The Thought Leader in the Big Red Suit](#) (video)

[F*ck 2016: A Marketer's Plea to Santa](#) (video)

[Crimes Against Content: The content marketing & PR party game](#) (party game and card in one!)

[A Content Marketing Christmas Story](#) (a holiday poem)

6 WAYS TO BECOME A REAL THOUGHT LEADER

"Thought leader" is one of those professional phrases that gets thrown around a lot. We've all heard it, but that doesn't mean we understand what it means (let alone how to become one). Download our guide to discover six ways to become a real thought leader.

[Learn More](#)



ABOUT US:

Reputation Ink is a content marketing and public relations agency for complex B2B industries.

We get you. And we'll make sure your clients do, too.

CONTACT US:

Reputation Ink
421 E. 6th Street
Jacksonville, FL 32206
904-374-5733
www.rep-ink.com