



Hi Shelby,

If you're in the U.S. southeast, you're probably like me today — leavin' on a jet plane, heading to Birmingham, Alabama, for the [Legal Marketing Association Southeast Region Conference](#). I'm excited to attend and will be reporting back via this newsletter to share my learnings.

This year's conference theme is about "change agents" — i.e., someone who inspires others to think and do things differently. In the spirit of that, I'd like to challenge you to make a small change that can make a big difference in your law firm's marketing: **write better case studies**.

I know that sounds small, but hear me out:

Case studies are critical tools for showcasing expertise, illustrating competitive differentiators and demonstrating how your firm can help solve clients' problems. However, if they are written badly (like most law firms' case studies are), clients won't read them. In my article first published in *Marketing the Law Firm*, I provide best practices for effective case studies as well as examples of case studies done right. Click below for the article, and until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- [How industries are being disrupted through stories](#) — Mark Schaefer explains how traditional positioning strategies are being disrupted by a new element — meaning — and shows how companies that tell the story of their purpose build brand loyalty and premium pricing. (*{ grow }*)
- [The power of getting published](#) — Former attorney turned legal marketer and business development coach, Ari Kaplan, explains how and why writing has been his "most valuable technique for genuinely networking with peers and prospects." (*Attorney at Work*)
- [How law firms can deal effectively with negative reviews](#) — Virginia Mayo outlines how law firms should handle negative reviews, arguing that a "well-crafted response can show the firm's willingness to rectify a situation or explain a point of confusion." (*Bigger Law Firm*)



WHAT WE'VE BEEN DOING

If you're thinking to yourself, "I have missed this fantastic newsletter. It seems like it's been a while since I got it," you're right!

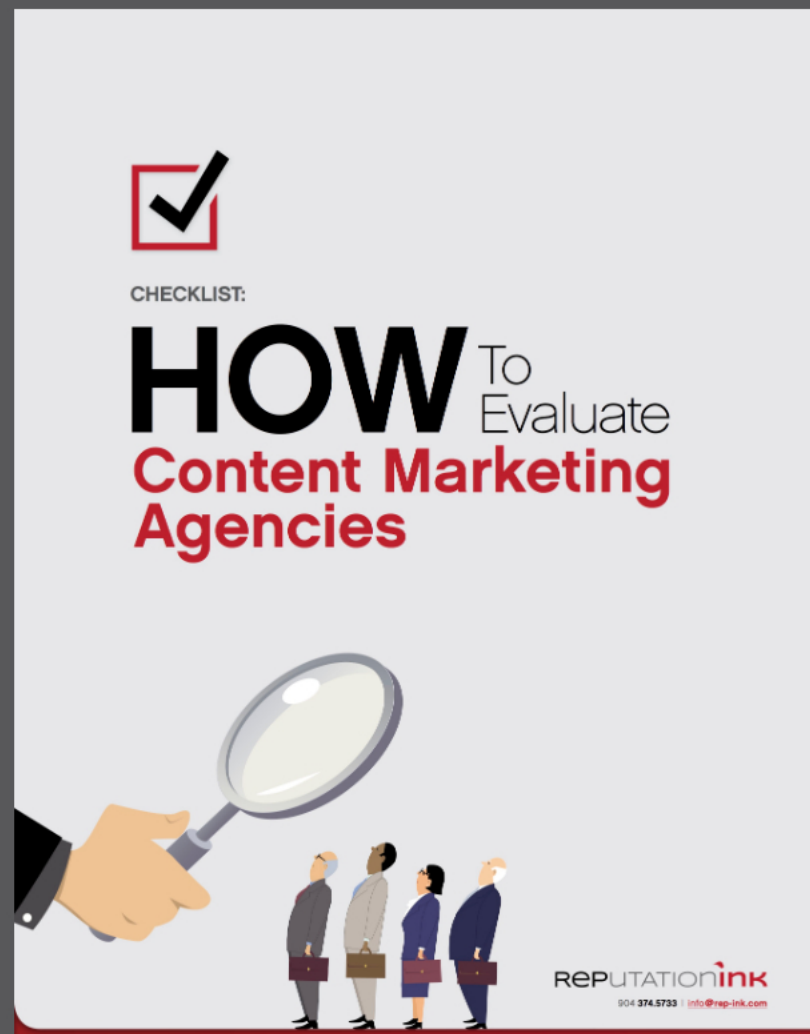
I went on a two-week vacation earlier this month, which of course meant that my entire world turned upside down for the week leading up to it as well as several weeks after. (*Why can't we go on vacation without paying for it afterward, trying to accomplish what we would have normally accomplished if we'd never left in the first place? But that's a discussion for another time.*)

So, I had to take a break from writing newsletters (honestly one of my favorite things to do) until things got back to normal. Please forgive our absence in your inbox, and stay tuned for more newsletters coming your way.

GUIDE: HOW TO EVALUATE CONTENT MARKETING AGENCIES

Thinking about working with a content marketing agency to up your game? Looking for some writing, strategy or promotion support? It can be hard to find the right partner. We've got you covered. Find out what to look for in an agency and how to pick the right one in this free guide.

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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.

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