



Hi Shelby,

Often the biggest challenge to consistent thought leadership is getting the ideas and insights from attorneys. What challenges are their clients facing? What opportunities are ahead? Without this information, it's hard for marketers to plan for client alerts, case studies, blog posts and more.

The savvy marketer knows, however, that by interviewing attorneys on a regular basis and asking the right questions, they can drive a thought leadership program that produces real results.

To help you get the information you need from these interviews, we've produced our newest checklist: **Questions legal marketers should ask attorneys for thought leadership content: A legal marketer's knowledge extraction template.** It includes questions to ask for:

- Client alerts, blog topics and PR pitches
- Newsjacking and media commentary
- Case studies
- Evergreen content
- Attorney bios
- Tight-lipped, reticent attorneys

Click below to read more and fill out the form to receive your copy of the checklist.

Until next time, happy marketing!

Michelle

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Related Posts



How to become a legal public relations star: Be like Jack
 Becoming a trusted media source can be an incredible boon for lawyers. The media's third-party credibility provides nearly the same power as a personal referral — the gold standard in professional services marketing. But becoming a media star is no easy task. Yet somehow, some attorneys are always quoted and featured in top media outlets, over and over again. Take Jack, for example.



7 steps to developing a law firm content marketing strategy.
 While law firms are prolific content generators, very few firms have a documented content marketing strategy. Yet, a clear content marketing strategy is critical to success. Without one, you'll waste time and money haphazardly creating content that may not be relevant to your target audience, may not address all your audiences or may never be seen.

Spill the Ink Podcast



SEO for personal injury law firms
 Chris Dreyer, an SEO expert, has been crafting stellar content strategies for personal injury attorneys over the past several years. He knows all the secrets and strategies for dominating first-page rankings on Google, driving traffic to your website and building your credibility online. So, what is his expert advice for lawyers and law firms looking to optimize their online presence?



Data quality best practices for law firm CRMs
 As an expert on CRM systems, Dave Whiteside has helped countless firms take their businesses to the next level. With an up-to-date CRM system and well-maintained data quality, law firms can successfully achieve year-over-year growth — and Dave and his team at CLIENTSFirst Consulting are here to help them do just that.

WHAT WE'VE BEEN DOING

Our 2020 holiday video, "[Rep Ink's 2020 Nice List](#)," has won a silver ADDY by the Jacksonville Chapter of the American Advertising Federation (AAF).

As we all know, 2020 was remarkable in its newsworthiness. From the COVID-19 pandemic to the spotlight on racial injustice, there were plenty of news hooks that served as jumping off points for content marketers everywhere. However, we took a different approach with our holiday marketing campaign and are excited to be recognized for the work.

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GUIDE: LAW FIRM PR

In this guide, we pull back the curtain on the law firm media relations strategies and skills we've honed over the years, from developing media relationships to writing effective press releases, publicizing time-sensitive litigation victories, newsjacking and more.

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ABOUT US:

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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