



Hi Shelby,

As part of our ongoing series covering everything you need to know about the top legal rankings and awards programs, this month we're taking a look at Super Lawyers.

The legal industry is rife with awards and rankings programs, with many offering little to no value except to waste your marketing budget on frivolous, superficial designations.

However, there are some credible programs that carry weight with clients and signify a high level of credibility and authority. In our "Law firm submissions 101" series, we only focus on the programs we recommend to clients, and Super Lawyers is one such program.

Until next time, happy marketing!

Michelle

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[The Best Lawyers in America: Law firm submissions 101](#)

Best Lawyers is recognized as being one of the oldest and most respected peer-reviewed publications in the legal profession. It has evolved over the years, from a 1980s hard copy to the digital publications of today.



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

At the risk of veering into melodramatics, the Chambers submission is a big deal for law firms. Not only is it considered one of the most weighty of law firm recognitions, but it takes a lot of time to put together.


Spill the Ink Podcast



[The Legal Media Series: Valerie A. Danner with Legal Management magazine](#)

Valerie A. Danner is the Senior Managing Editor of *Legal Management magazine*, which is the flagship publication of the Association of Legal Administrators. *Legal Management* is published 10 times a year and features scholarly articles targeting law firm managers and managing partners. Hiring the right marketing professionals for your law firm isn't a luxury; it's a necessity if your firm has any chance of standing out from the crowd. These important people are "revenue enablers," the ones who make all of the revenue possible. So how do you find them?

OUR CLIENTS IN THE NEWS



We achieve media coverage for our law firm clients every day, helping them build credibility and generate demand for their services.

In February during Black History Month, we were honored to help publicize an historic event: For the first time, African Americans are leading four major national bar associations at once.

Read about this momentous time in the nation's bar associations in the *ABA Journal's* article, [4 Black bar association leaders reflect on historic moment](#).

MEET REP INK'S NEWEST TEAM MEMBER: ERIC PESALE



We're excited to introduce you to the newest member of the Rep Ink team, Eric Pesale.

A licensed attorney, Eric practiced for several civil litigation firms before transitioning into legal content writing and marketing on a full-time basis. In his new role at Reputation Ink, Pesale will help manage content and public relations strategies for the agency's legal-sector clients.

[Read the press release](#)

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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