



Hi Shelby,

For those of you working with a legal PR firm, you're familiar with interview requests from leading industry publications and trending podcasts to showcase your legal expertise. (And if you're not, we might have [a recommendation](#) ...)

If you've ever left an interview with a nagging feeling that you missed an opportunity to cross-market another attorney or the work of the firm, you're not alone.

But how can you smoothly and professionally keep yourself at the center of the interview while sprinkling in notable work that is adjacent to you at your firm?

In his latest blog post, Eric provides recommendations on how to navigate this tricky dance.

Happy marketing!

Michelle

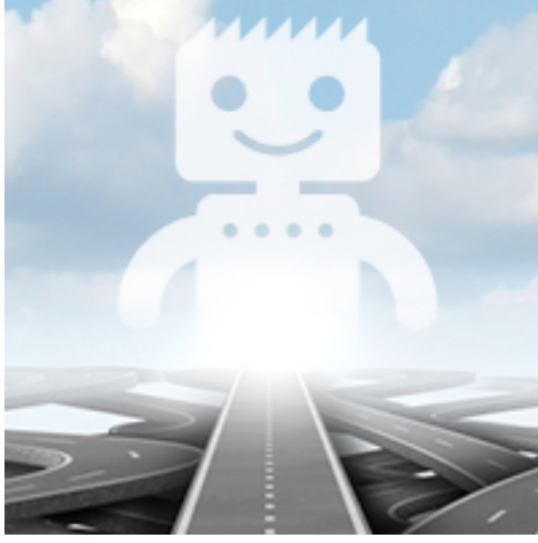
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Related Posts



[Benchmark Litigation: Law firm submissions 101](#)

There are pages upon pages of legal recognitions that I'm sure you get spammed with often. Some pop up on social feeds while others have a more personalized touch by sliding into your inbox and addressing you by name. We're here to help separate the grit from the gold. One legal award ranking that always makes our shortlist is *Benchmark Litigation*.



[What legal marketers should know about Google's 'helpful content' algorithm update](#)

As the search platform has become a key way clients find their way to you, it's more important than ever to make sure you show up (and show up quickly) on Google's search pages. But how? Learn how law firms can strengthen their content, as well as avoid pitfalls that result in a thumbs down from Google's search rankings.

Spill the Ink Podcast



[Using legal tech to improve marketing and operations](#)

The legal industry isn't known for being the most progressive when it comes to adopting new technology. Yet, (slowly but surely) lawyers are realizing that wielding the right legal tech can lead to improved productivity and client satisfaction. In this episode of "Spill the Ink," Michelle Calcote King interviews Daniel Steinberg, the co-founder and CEO of Lawbrokr, about how to best leverage technology in the legal space.



[Michelle Calcote King](#), the Principal & President of Reputation Ink, has been named to the [2023 Lawdragon Global 100 Leaders in Legal Strategy & Consulting](#) list. Now in its ninth year, the list has grown to become an industry standard. Lawdragon's editorial team selects honorees to the list through submissions, journalistic research and vetting from peers and clients.

"These leaders represent the remarkable array of advisors who have helped the legal industry grow into a global business generating hundreds of billions in revenues," says Lawdragon. "From the recruiters who help firms amass armies of top talent, to marketing professionals whose magic creates awareness and to crisis communicators who can spin a narrative that helps some deals live and some trials succeed while others crash and burn."

Congratulations, Michelle! [Learn more](#) about this distinction.

<p>ABOUT US:</p> <p>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.</p>	<p>CONTACT US:</p> <p>Reputation Ink P.O. Box 13190 Jacksonville, FL 32206 904-374-5733 www.rep-ink.com</p>
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