



THE **ultimate** LAW FIRM MARKETER **holiday** GIFT GUIDE

Hi Shelby,

We know, we know. That Halloween candy is fresh in your mind (and body), so it might feel like we're attacking you with mentions of the holidays.

That is not our intention!

Rather, we pride ourselves on being proactive (in fact, it's one of our core values and [something clients love about us](#)).

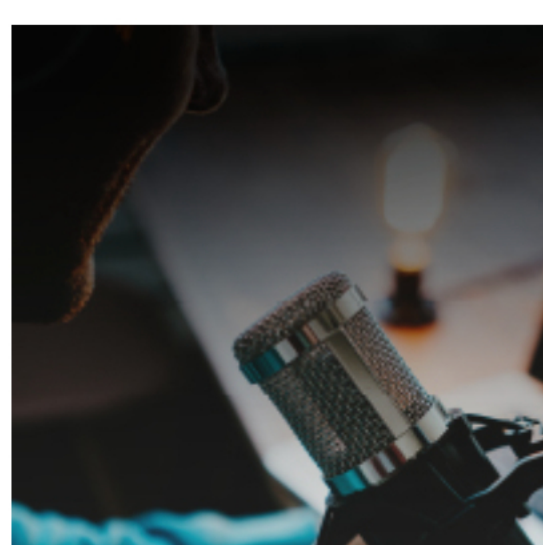
We've compiled the ultimate law firm marketer holiday gift guide for you to share with whoever might be buying YOU a gift. You can also treat yo' self or your fellow marketing colleagues with a few goodies on the list.

Until next time, happy marketing (and holidays)!

Michelle

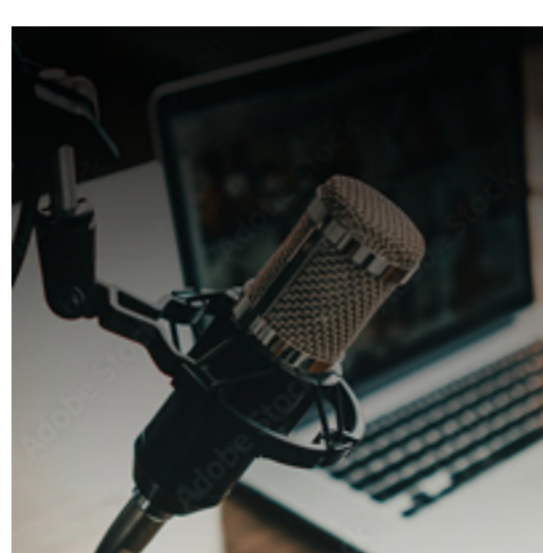
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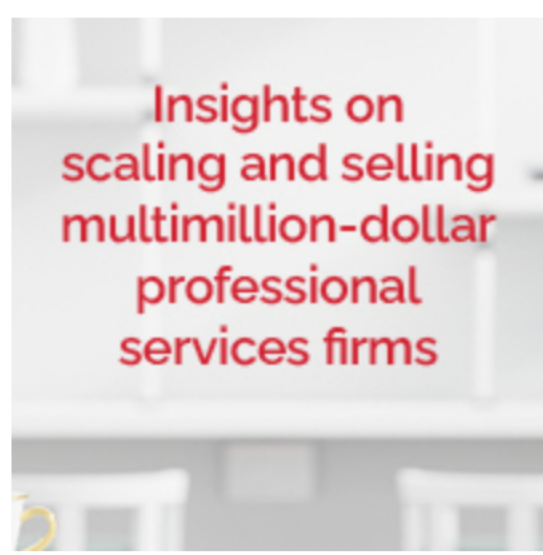
What differentiates a good podcast from a clumsy one? Well, editing and producing is nothing to scoff at. But a major component is the quality of the interview. One of the most important skills when launching or developing your podcast is learning how to conduct an interview. While there is a lot of trial and error involved, we've compiled our top tips to get you started.



[How to grow your law practice with a podcast](#)

Rep Ink feels about podcasts the way we do about all content: When done correctly, it can serve as a powerful tool to grow your law firm. For firms interested in learning how podcasting can serve as a networking and business development tool, check out Ashton's latest blog post where she interviewed me for my biggest learnings.

Spill the Ink Podcast



[Insights on scaling and selling multimillion-dollar professional services firms](#)

Running a business isn't just crunching numbers; it's an art form. For professional services firm owners, having a solid strategy in place to nurture growth could be your ticket to one day cashing in on your hard work. Back in 2017, Greg Alexander achieved a remarkable feat by selling his consulting firm for a staggering \$162 million. In this episode, I talk to Greg about what business owners can learn from his story.

Rep Ink on Making an Impression



I was recently interviewed by *Lawdragon* on the importance of law firms making a consistent impression, and what that looks like.

"Most lawyers need help building their reputations, demonstrating their expertise and establishing their credibility, and like to work with professionals who understand their unique business model. It's gratifying to work with professionals who value your work and see how it impacts their practices and careers."

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<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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