



Hi Shelby,

Turnover isn't fun, but it's a fact of business.

And while replacing a law firm's in-house superstar can be a pebble in the shoes of your firm's HR and leadership teams, it can also affect your firm's reputation.

An effective PR strategy can help bridge the gaps that occur when talent jumps ship, as well as help the firm move onward and upward.

Check out Eric's latest blog post to learn four things to do when a thought leader leaves your firm.

Happy marketing!

Michelle

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It's one thing to market your own law firm, but what really packs a credibility punch? Appearing in the media as a knowledgeable source in front of your target audience of potential clients.

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- The building blocks of an attention-grabbing press release
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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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