



Hi Shelby,

Happy 100th legal newsletter from Reputation Ink!

Whether you've been with us since our first send or are new to the crew, we're happy you're here. And — unlike industry conferences — we will come to you and we don't mind if you are in your pajamas.

While professional events are a wonderful opportunity to network and garner new business through speaking opportunities, they serve another function as well. Conferences provide one of the few chances our clients have to easily interact with news professionals who cover industry topics.

But how should you network with them?

In our latest blog post, we discuss the benefits of connecting with journalists as well as how to prepare.

Happy marketing,

Michelle

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**Related Posts**



[Social media video matters: why and how to do it at your law firm \(with examples\)](#)

Text-based-only social media posts no longer capture attention like they used to. Businesses that post short-form videos on social media receive the highest return on investment, according to HubSpot's 2024 State of Marketing. So, how can you take advantage of this medium?



[How to build your speaking strategy before this year's conference season](#)

For those looking to amp up their new business efforts, speaking at industry conferences can provide valuable facetime to show off your expertise in front of potential new clients. Learn how to establish your credibility so that, when it comes time to throw your hat in the ring for those speaking opportunities, you come out on top.

**Spill the Ink Podcast**



[Mental health in law: Strategies for law firms](#)

I was recently joined on the podcast by well-being consultant Tara Antonipillai to discuss the state of the legal industry and actionable strategies law firms can implement to expand wellness programs and enact positive change at their firms.

**REPRINT RIGHTS 101: HOW LAW FIRMS CAN PROMOTE MEDIA HITS WITHOUT GETTING SUED**



You get a solid quote in a key publication, or publish an insightful article in a legal trade magazine, and you want everyone to know (particularly potential clients). So, you post the full text of the article to your firm's website, send it to your email list and put out some social media posts linking to it for good measure.

Good marketing, right? Wait, not so fast!

This could get you in deep trouble, both legally and with the media outlet, if you don't follow the rules.

Check out [my blog post](#) with the [Legal Marketing Association's Midwest region](#) to learn how you can leverage your media hits while staying on the right side of the law — and in the good books of the media outlets that cover you.

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