



Hi Shelby,

If we had a nickel for every time we heard “AI” in 2024, it would cover the cost of our tailgating food budget for the season. But just like football, there’s a reason for the AI hype.

Lawyers are busy people, and creating content takes time. That’s where AI can play an important role: it can bridge the gap between lawyers’ brains and content professionals like us, helping to brainstorm, research, synthesize and summarize (and sometimes much more).

While it doesn’t replace the need for human writers, designers and publicists, it can help with some of the more mundane but necessary tasks of thought leadership.

If you haven’t yet delved into the world of artificial intelligence, here are 12 AI resources to help you get your content off the ground.

Happy marketing,

Michelle

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Related Posts



[How to prepare for a broadcast interview \(even when you're dreading it\)](#)

It is normal to feel nervous as the countdown begins to your broadcast interview. So, what can you do to avoid fumbling through your next one? A former broadcast news anchor ([turned Rep Ink'er](#)) shares the best tips for how to prepare and what messaging to focus on.



[How to best utilize the Chambers and Partners USA portal for your firm](#)

For those who participate in Chambers, you know the submission process can be ... laborious. But, did you know there’s a hidden aspect of Chambers you may have been ignoring that can be your ace in the hole?

Spill the Ink Podcast



Why your attorneys should feel like part of the marketing team

[Why your attorneys should feel like part of the marketing team](#)

On paper, Julia Thomas is a one-woman band as Dean Mead’s marketing director. But in reality, she works in tandem with more than 100 unofficial marketers. Yep — attorneys and staff have a crucial supporting role to play as advocates for their firm and its brand, and Julia has made it her mission to empower them.

In this episode, Julia discusses how her approach to legal marketing creates a culture of shared responsibility and reveals what she’s learned about helping busy attorneys stay engaged with community-focused initiatives. And with over 20 years of experience in global, national, regional and local marketing roles, she’s learned a thing or two.

NAVIGATING POLITICAL DIVISIONS IN LAW FIRM COMMUNICATION



Law firms and legal communicators grapple with a pressing challenge in today’s landscape: adapting communication strategies to address the escalating political divisions in the country. The risk of messages intersecting with polarized politics is high, necessitating the crafting of robust and sensitive messages that maintain their impact. In the midst of a politically charged environment, more law firms find themselves compelled to speak out, placing communication managers in the crucial role of fostering cohesion amid turmoil when conveying firm news.

[Listen to my conversation](#) with Traci Stuart, President and CEO of Blattel Communications, on the Legal Marketing Association’s podcast to learn how communicators can ensure law firm messaging transcends divisive lines.

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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