

How to Best Promote 'Best Lawyer' Honors

Some legal rankings and guides truly do a good job of identifying top-rate attorneys in various areas of practice, but others are simply brazen attempts to capitalize on a lawyer's vanity in exchange for a fee, warns Bruce Vincent of **Muse Communications**.

"Knowing the difference between a reputable listing and one that holds no real meaning or value is key for effective marketing," he writes. "Imagine spending money and time to promote your selection to a 'best' list only to find out that the other lawyers on the list have no business being there based on their level of experience or expertise."

He explains the importance of learning how to spread the word about earning a spot on a top-lawyer list, because there is little chance that your honor will get noticed by your most important audiences. Then he offers suggestions on how to get real benefit from the honor.

Read the article.