7 Steps to Creating a Law Firm Newsletter Clients Look Forward to Reading

Amy Boardman Hunt of **Muse Communications** offers some advice on the best practices for publishing law firm newsletters, addressing some of the practical, creative and Bar compliance issues that should be considered.

Some of the questions she covers include: How will we send it out? How often should we send? What do we include? Who do we send it to?

She also discusses designing the newsletter, growing the subscriber list, tracking results, and maintaining contact.

Read the article.