

Becoming an Expert Legal Source Can Help Build Your Law Practice

The key to becoming one of those lawyers who seemingly turn up in every media report involving a legal issue is knowing how to deliver what the media wants, which is making complicated legal issues understandable for the masses, advises Bruce Vincent of **Muse Communications**.

“Not unlike presenting a case to a jury, the goal of any legal commentator is to prove to the audience that they know what they’re talking about,” he explains.

In a post on the Muse website, Vincent discusses some examples of how an attorney can build successful media relationships and promote their role as an expert source to best benefit their practice. Getting in front of reporters and demonstrating an ability to effectively break down complex legal issues are the first steps on the road to being one of the lawyers that media always seem to call on.

Read the article.