

# Getting Past the 'Ick' Factor in Legal Marketing

Amy Boardman Hunt of Muse Communications writes that she frequently sees lawyers having trouble with marketing, especially when they have to assert that they're good at something and ask for business.

In **a post** on the Muse website, she first addresses the reason marketing makes people uncomfortable: "There are a lot of nuanced and interconnected reasons that mostly boil down to this: it doesn't align with the way lawyers want to see themselves. Lawyers didn't go to law school to be business people or sales people. They went to school to be thinkers, advocates and counselors."

Then she discusses some of the finer points of writing, speaking, social media, videos and podcasts, client alerts/newsletters, networking, staying in touch, and more.

**Read the article.**