How to Build a Top-Flight Law Firm Newsletter

In a post on the website of **Muse Communications**, Amy Boardman Hunt points out that many law firms make little, if any, use of one of the most effective and inexpensive ways to stay in touch with clients, prospective clients and referral sources: email.

“When done well, consistent email communications with a firm’s existing network can help raise the firm’s stature and reputation as thought leaders, showcase their successes on behalf of clients, and generally stay top-of-mind with the people most likely to send them work,” she writes.

The article discusses what should be included in a newsletter, who should receive it, how to send it out, how often to send it, how to grow your list, and what kind of results to expect.

Read the article.